FEBRUARY 16, 1959 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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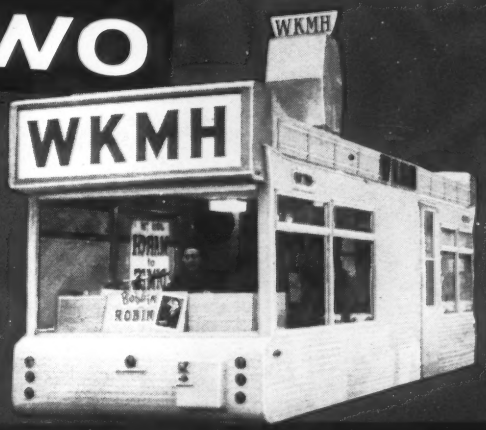
The WKMH ONE Punch TWO

wins your battle for Sales in the RICH DETROIT MARKET



NEW WKMH "MOBILE-RAMA"

ONE WKMH Hits Where The Sales Are

Staffed by Detroit's top radio personalities, the WKMH "MOBILE-RAMA" is a *traveling showcase*. It is equipped to tell your client's story and display his products at *point of sale* as well as on the air . . . offers a potent merchandising *PLUS* for advertisers.

TWO WKMH Is First With The "Hot" News

Whenever and wherever news occurs, the WKMH Mobile Newscruiser gets there in a hurry . . . gets the facts *FIRST* with dramatic on-the-spot coverage. The Newscruiser is on 24-hour call, assuring listeners of "red hot" newscasts.

WKMH MOBILE NEWS CRUISER

KNORR BROADCASTING CORPORATION

Represented by Headley-Reed

WKMH RADIO HUB OF THE MOTOR CITY Dearborn-Detroit

Geared to Michigan on the Move!

WKMF Flint, Mich. WKHM Jackson, Mich. WSAM Saginaw, Mich. WELL Battle Creek, Mich.

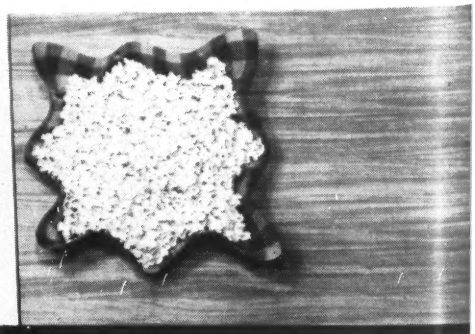
the most watched station in Sioux City...

KVTV CHANNEL 9

1st **in share of audience — from sign-on to sign-off, KVTV has 58% share of audience. Station B has 42.6%. What are the reasons for KVTV dominance?**

Programing. Sioux Citians tune to KVTV to see 12 of the 15 highest rated network programs. The five highest rated syndicate shows and 8 of the top ten all are on KVTV. And on Channel 9 are seen the world's greatest movies—MGM, United Artist, 20th Century, Selznick, Screen Gems and Columbia. Then, too, KVTV completely dominates the Sioux City market in live, local shows.

Yes, programing keeps KVTV 1st choice in Sioux City. See your Katz man.



KVTV

CHANNEL 9 • SIOUX CITY, IOWA

CBS • ABC

PEOPLES BROADCASTING CORPORATION

WGAR	Cleveland, Ohio
WRFD	Worthington, Ohio
WTTM	Trenton, New Jersey
WMMN	Fairmont, West Virginia
WNAX	Yankton, South Dakota
KVTV	Sioux City, Iowa

Of Special Interest

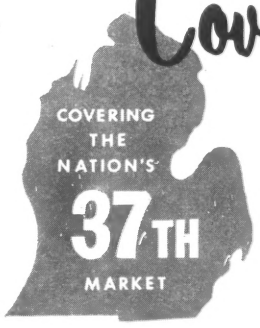
TO LARGE VOLUME ADVERTISERS

WJIM-TV is pleased to announce the establishment of a new 520-time rate discount, as outlined in our Rate Card No. 9, which became effective January 1, 1959.

We trust this will prove a major step in leading the industry toward acknowledgement of the need for such a discount.

This added incentive to the client who buys in quantity provides "coverage that counts" at a cost that appeals.

Coverage that Counts!



WJIM-TV

Strategically located to *exclusively* serve

LANSING....FLINT....JACKSON

Basic CBS

NBC... ...ABC

Represented by the **P.G.W. Colonel**

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

Lancaster
Harrisburg
York
is ONE TV market
when you use
WGAL-TV

WGAL-TV

AMERICA'S 10th TV MARKET

CHANNEL 8
LANCASTER, PA.
NBC and CBS

In addition to being the first choice of viewers in these three important markets, WGAL-TV is the television station for Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Reform bill • Legislation will be introduced this week by Rep. Oren Harris (D-Ark.) to carry out FCC reforms recommended by his Oversight Subcommittee (BROADCASTING, Jan. 5). Among items to be covered: outlawing of *ex parte* contacts; public hearings before issuance of any tv license; prior Commission permission to negotiate for sale of stations: prohibition of "payoffs" to competing applicants in return for withdrawal. Congressman said it has been "tremendous job" to draft legislation in acceptable language to cover all situations.

Also soon, perhaps this week, Rep. Harris will make known plans for future course of Oversight Subcommittee. Investigations definitely will continue in some form, with subcommittee first facing task of hiring new staff. Politics charge will be made right at start with minority move to hire its own counsel. Ranking House Republicans are leaning toward own counsel, although Rep. John Bennett (Mich.), top Republican on subcommittee, is not completely sold on idea. In addition, before launching new project, subcommittee still must get money from House, so far having at its disposal only $25,000.

Money matter • With current contract of Harold E. Fellows as NAB chairman and president expiring June 30, 1960, ad hoc committee will be named to negotiate new arrangement. Mr. Fellows, who will be 60 in March, joined NAB in 1951 after 23 years as head of CBS-owned WEEI Boston. His present salary is $70,000, plus $10,000 allowance for his Washington expenses, and rises to $75,000 next June. While existing contract covers four-year consultancy arrangement until 1964, when retirement would start, associates say he would prefer to continue present role as chairman-president under new contract.

Ad hoc committee of eight to negotiate with Mr. Fellows will be named after NAB March 15-18 convention in Chicago. Four will be named by chairman and vice chairman, respectively, of Radio and Television Boards. Additional four will be named two each by chairman of each board.

Beep, beep • American Motors Corp., Detroit, is understood to have approached all major station representatives, requesting cost data for projected 52-week spot radio campaign that would hit virtually all markets in nation, primarily on behalf of Rambler car. American Motors is thinking of six- and ten-second station breaks in 7-9 a.m. and 5-6:30 p.m. time periods. Some representatives wonder if there isn't more to AM strategy than seems apparent. Buying of time periods on 52 weeks, across-board would block these favored time slots for other auto manufacturers when they try to purchase minute spots for fall introductory campaigns. Agency: Geyer, Morey, Madden & Ballard, New York.

Lorillard on air • Broadcast media (nearly all tv) are at record high in P. Lorillard's 1959 ad plans, most extensive in cigarette maker's history. Tv for past few years has blown smoke rings round rival print media in Lorillard's ad activities. Strategy for '59 revealed to Lorillard sales executives and Lennen & Newell group assembled last week in Greensboro, N. C. Agency handles all Lorillard brands.

Agreement to quit • Consent order agreeing to stop alleged misrepresentations being drafted by Federal Trade Commission and Arthur Hammell and four radio-tv advertising promotional firms in which latter is principal officer. FTC charged last November that Mr. Hammell and companies misrepresented promotional plans sold to radio and tv stations (BROADCASTING, Dec. 1, 1958). Companies involved are: Advertisers Assoc. of America Inc, Teleradio Advertisers Inc., United Publicity Inc. and Teleradio Advertisers. Order does not become final until approved by FTC commissioners, which usually takes about a month.

Broadcast impact • Mail pull of radio-tv was convincingly demonstrated last week in government-sponsored observance of 150th anniversary of birth of Abraham Lincoln. Lincoln Sesquicentennial Commission, in radio-tv spots, offered free booklet "The Lincoln Ideals," and by end of first week of year-long celebration more than 20,000 copies had been mailed, with Box 1959, Washington D. C., to which citizens were asked to write, still jammed with uncounted communications. Richards Assoc. (Robert K. Richards, former NAB executive), is public relations consultant to government on project.

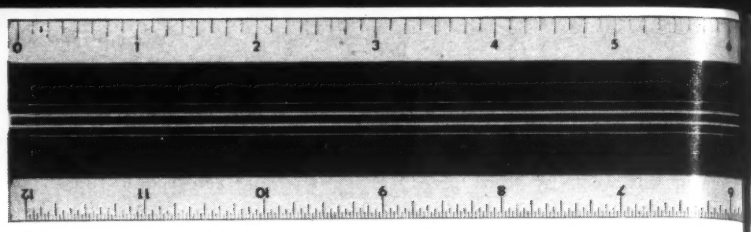
That program service • Organizers of Radio World Wide, proposed national program service (BROADCASTING, Feb. 2), will meet in Chicago during NAB convention at time yet to be set but perhaps afternoon of Tuesday, March 17, when no convention program is scheduled. In advisory sent prospective organizers, Herbert L. Krueger, WTAG Worcester, organizing committee chairman, said enough stations had signed letter of intent to make outlook "exceedingly promising."

Because some stations want to join new program service but are committed to present networks through 1959, organizing committee has proposed modification of charter membership. Stations with commitments to present networks may make commitment to Radio World Wide before next July 1, begin their minimum two-year subscription Jan. 1, 1960. Membership cost remains 30 times station's highest minute rate per week, but 25% of two-year total will be treated as capital stock investment for charter subscribers.

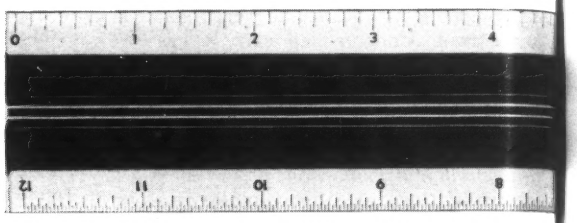
Day and date • Final word expected this week on what Young & Rubicam will do about ABC-TV's "Operation Daybreak." Agency, which helped construct ABC-TV's daytime programming and sales plan, negotiates for 40 weekly quarter-hours underwritten by Y&R clients (20 of them by General Foods). Current thinking at Y&R indicates some curtailment of schedule but actual cutback had not been decided as of Friday (Feb. 13). Some of cutback money may go into nighttime tv. ABC-TV already expects program revamp of its daytime operation, based on Y&R's current mood.

Code enforcement • NAB's tv code enforcers are showing get-tougher attitude in handling station violations. Latest step was quiet mailing of letters to all station subscribers stating in plain terms that Preparation H, hemorrhoid balm, is strictly taboo under code clause covering intimate personal products. Stations are given 60-day, or 13-week contract expiration period, to conform. Tv code board has three stations on its consistent-violator list and is understood to have them slated for special handling when new code group takes offices March 16 during NAB Chicago convention.

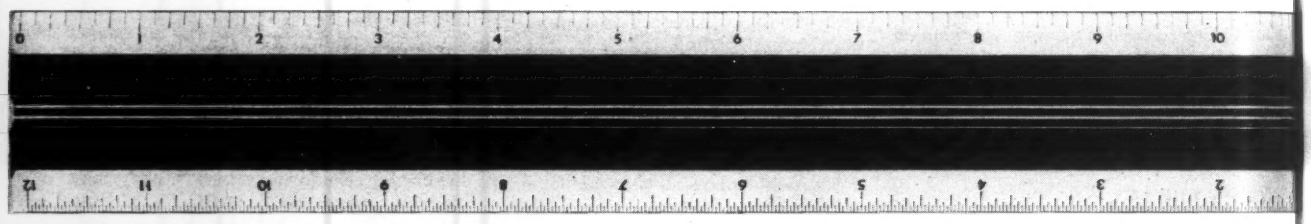
Chain of command • Some eyebrows raised when NBC's new organization chart was circulated last week in wake of series of top-level promotions (BROADCASTING, Feb. 9). It shows David C. Adams, who was elevated to new post of senior executive v.p., and Kenneth W. Bilby, public relations executive v.p., both of whom had been reporting to Board Chairman Robert W. Sarnoff, now will report to President Robert E. Kintner.



EVERY



WEEK



IS RATING WEEK!

★ NEWS ★ SPORTS
★ PUBLIC SERVICE
★ WESTERNS
★ COMEDY
★ CHILDREN'S SHOWS
★ MYSTERY
★ ADVENTURE
★ VARIETY
★ TOP MOVIES

If it has audience appeal
. . . Channel 13 has it!

• Broad programming, covering every audience base, makes WSPD-TV television **Toledo** television. This wide variety of appeal to every member of the family—day and evening— is the big reason WSPD-TV can meet and whip the rating challenge **every week!** Ask your Katz man.

"Famous on the local scene"

WSPD-TV

CHANNEL 13 • TOLEDO

Storer Television

STORER BROADCASTING COMPANY

WSPD-TV Toledo • **WJW-TV** Cleveland • **WJBK-TV** Detroit • **WAGA-TV** Atlanta • **WITI-TV** Milwaukee

WEEK IN BRIEF

Mr. Beckman

VTR also means 'Very Terrific Results' • Videotape is doing a practical day-by-day job of helping an agency do a more effective selling job in television for its clients. Milton J. Beckman, principal, Beckman-Koblitz Inc., Los Angeles, tells the story in this week's MONDAY MEMO. Page **23.**

'Goddam Genius' on the hook • Mutual's president, Alexander L. Guterma, who conferred this title on himself, is neck-deep in trouble as Securities & Exchange Commission challenges the securities and exchanges of F. L. Jacobs Co. A key question: Who owns Mutual? Page **29.**

Madison Avenue rates the single rate • Some agencies interested in simplified rate card as idea gains support but danger of backfiring is emphasized. Page **34.**

Pressure on the Potomac • Advertising Federation of America takes cautious look around Washington and discovers disturbing legislative and regulatory trends. Congressman chides advertising and media men for failure to recognize facts of political life. Page **38.**

Gold in them thar skyscrapers • Regal Adv. Assoc. Corp. claims inventory of $8 million in tv time as it moves into new quarters. Agency specializes in swapping films for time. Page **39.**

Good year in tv network billing • $566.5 million in 1958 was 9.8% better than 1957. CBS-TV tops three tv networks, and each network chalks up gains. Page **48.**

Back with a bang • The Three Stooges, whose comedies were a staple of pre-tv movie houses, got a new lease on life when Screen Gems released 78 of its old two-reelers to television. BROADCASTING charts their reincarnation. Page **62.**

NBC sprinkles 'Stardust' • Plan for 17 new five-minute programs daily, featuring star talent, is presented to radio affiliates (via television). NBC officials say response is enthusiastic, counter charges of some critics that it's "barter in disguise." Page **67.**

FCC zigs again on boosters • Commission announces it has ordered staff to restudy possibility of authorizing on-channel service under rules and standards, with recommendations for changes in Communications Act also requested. Week also sees request for on-channel "amplifying transmitter" in Johnstown, Pa. Page **70.**

Proxmire would axe FCC • Senator plans to introduce bill to replace Commissioners with communications administrator and 3-5 judge panel. Present Commission staff would be retained, with only commissioners to go. Page **72.**

Networks on anxious seat again • FCC readying report on purported program tie-ins by networks. Looks like public hearing in view, based on Justice Dept. report on investigation of alleged network pressures. Page **77.**

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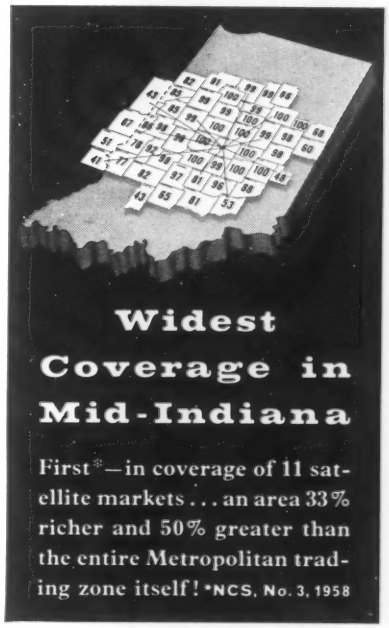
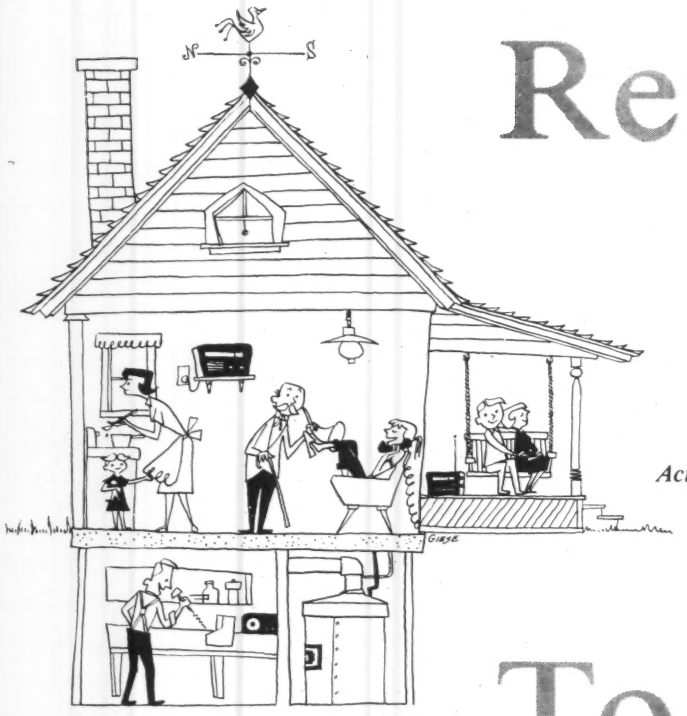

Widest
Coverage in
Mid-Indiana
First*—in coverage of 11 satellite markets . . . an area 33% richer and 50% greater than the entire Metropolitan trading zone itself! *NCS, No. 3, 1958
Indianapolis
Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families *with* 90% *television ownership!*
11 Satellites
Each an *additional* recognized marketing area—and well within WFBM-TV's basic area of influence. Includes Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.
ONLY HERE—in Indianapolis on WFBM-TV can you buy more honest market penetration, consumer influence, for *fewer* dollars expended than anywhere else!
Represented Nationally by the KATZ Agency
CHANNEL 6
WFBM TV
INDIANAPOLIS
BASIC NBC-TV AFFILIATE
The Nation's 13th Television Market
. . . with the *only* basic NBC coverage of 760,000 TV set owning families.

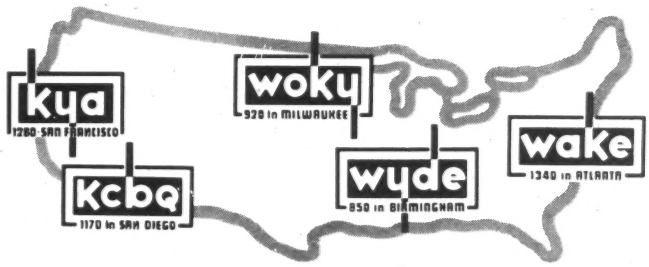
More People Respond To Bartell Family Radio



This programing *motivates* people . . .
makes them *do* things.
That's why our 10,000 letters per week
in response to family games.
Action programs stimulate listener *re*action.
Your advertising reaches *buyers*
(the best kind of audience!)

Bartell it . . . and sell it!

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 29

NEW STATION COMBINE FORMED

It's Transcontinent and Wrather-Petry

Combination of station interests that would catapult Transcontinent Television Corp. into top ranks of radio-tv station owners is being negotiated with Marietta Broadcasting, TTC President David C. Moore and Marietta President Jack Wrather disclose in announcement being issued today (Feb. 16).

Deal, described as in process of being completed, would raise TTC's station total to five vhf and one uhf in television and three radio stations. Involved are Marietta's KFMB (540 kc, 5 kw) and KFMB-TV (ch. 8) San Diego and KERO-TV Bakersfield, Calif. (ch. 10), in addition to TTC's WGR (550 kc, 5 kw) and WGR-TV (ch. 2) Buffalo, WROC-TV Rochester, N.Y. (ch. 5), 60% of WNEP-TV Scranton-Wilkes-Barre, Pa. (ch. 16) and 50% of WSVA (550 kc, 5 kw day, 1 kw night) and WSVA-TV (ch. 3) Harrisonburg, Va. Deal subject to FCC approval.

Tv properties involved in deal and their network affiliations are KFMB-TV (CBS-TV), KERO-TV (NBC-TV and ABC-TV), WGR-TV (NBC-TV and ABC-TV), WROC-TV (NBC-TV and ABC-TV), WNEP-TV (ABC-TV) and WSVA-TV (CBS-TV, NBC-TV, ABC-TV).

Authorities professed inability to say how new ownership would break down between TTC and Marietta until final details are completed, but it was understood transaction involved exchange of stock and unofficial estimates were that TTC would own about two-thirds and Marietta one-third. Spokesmen said they similarly were unable to estimate dollar value of transaction. However, based on sales prices when these stations last changed hands (in 1957 and 1958 except WSVA-AM-TV, which was May 1956) and on appreciation since, value of TTC-Marietta interests would be near $20 million.

Transcontinent owners, in addition to President Moore (0.06%), are J. Fred Schoellkopf IV (9.6%), George F. Goodyear (10%) and others. Marietta is owned by Mr. Wrather (63.64%) and Edward Petry & Co., station representative (36.36%). Spokesmen for Mr. Wrather said none of his other interests are involved. These include part ownership of Independent Television Corp., program production and distribution firm; Muzak Corp.; program series ownerships; Disneyland; cp for ch. 44 in Boston, and extensive petroleum holdings.

GUTERMA INFLUENCE SPREADS

Name of Guild Films and Matthew Fox, tv film entrepreneur and principal owner of Skiatron Tv Inc., pay tv advocate, entered tangled financial affairs of MBS president Alexander Guterma (see page 29) at week's end.

Securities & Exchange Commission announced it had ordered suspension of trading in Bon Ami Co. (household cleansers) stock on all markets. Mr. Guterma, whose Fil. Jacobs Co. stock was suspended earlier in week by SEC, was president of Bon Ami and, according to SEC, still has interests in company.

SEC report skeletonized:

In March 1957, Bon Ami advanced $115,000 to Mr. Fox. Mr. Fox gave Bon Ami promissory note, secured by letter agreement with Guild Films Co. Guild agreed to supply $350,000 worth of spot time to Bon Ami if Mr. Fox defaulted on note.

On May 2, 1957, Mr. Fox defaulted. At suggestion of Mr. Guterma, Bon Ami sold Fox note to Comficor Inc. (controlled by Mr. Guterma) for $117,000. With note went collateral from Guild.

Between May 3 and May 10, 1957, Mr. Fox "without further consideration," caused Guild obligation to be increased from $350,000 to $500,000. On May 13, 1957, Bon Ami advanced over $150,000 to Chatham Corp. (purportedly owned by Mr. Guterma and family).

About June 20, 1957, Chatham Corp. acquired from Guild $750,000 worth of tv spot time. Chatham paid $200,000 plus transfer to Guild of rights to foreign tv and theatrical exhibition of certain motion picture films (known as Icthyan package). These pictures were acquired by Chatham from foreign in-

continues on page 10

4 radio directors re-elected by NAB

Four members of NAB Radio Board re-elected for two-year terms, count of ballots showed Friday. Two members lost out in election. Terms of elected directors will begin during NAB convention week in Chicago (March 15-18).

Results of election follow:

Dist. 1—Daniel W. Kops, WAVZ New Haven, Conn. (incumbent) defeated William B. McGrath, WHDH Boston.

Dist. 3—John S. Booth, WHCA Chambersburg, Pa., defeated Lawrence H. Rogers II, WSAZ Huntington, W. Va.

Dist. 5—Frank Gaither, WSB Atlanta, defeated Charles C. Smith, WDEC Americus, Ga.

Dist. 7—Hugh O. Potter, WOMI Owensboro, Ky., defeated Herbert E. Evans, WGAR Cleveland.

Dist. 9—Mig Figi, WAUX Waukesha, Wis., defeated Ben Laird, WDUZ Green Bay, Wis.

Dist. 11—Odin Ramsland, KDAL Duluth, Minn., defeated Ray Eppel, KORN Mitchell, S. D. (incumbent).

Dist. 13—Boyd Kelley, KTRN Wichita Falls, Tex., defeated James M. Gaines, WOAI San Antonio.

Dist. 15—Joe D. Carroll, KMYC Marysville, Calif., defeated Bob Reichenbach, KWG Stockton, Calif.

Dist. 17—Thomas C. Bostic, KIMA Yakima, Wash., defeated Lee Bishop, KORE Eugene, Ore.

Large Stations—Harold Hough, WBAP Fort Worth, defeated Jay W. Wright, KSL Salt Lake City.

Medium Stations—Rex Howell, KREX Grand Junction, Colo., defeated Cecil B. Hoskins, WWNC Asheville, N. C.

Small Stations—F. Ernest Lackey, WHOP Hopkinsville, Ky., defeated William C. Grove, KFBC Cheyenne, Wyo. (incumbent) and Dave Morris, KNUZ Houston.

Fm Stations—Richard H. Mason, WPTF-FM Raleigh, N. C., defeated Calvin J. Smith, KFAC-FM Los Angeles, and Edward A. Wheeler, WEAW-FM Evanston, Ill.

KTUL to Mutual

KTUL Tulsa has joined Mutual as affiliate, effective Feb. 15, James C. Leake, president of Griffin Broadcast group, said Feb. 13. KTUL disaffiliated from CBS Radio last December (BROADCASTING, Dec. 15) and at that time said it was "dissatisfied" with network programming generally but added it would consider joining "another national organization" providing programming "station feels is needed." KRMG (Meredith station) succeeded KTUL as CBS Radio affiliate in Tulsa (BROADCASTING, Dec. 22).

AT DEADLINE

CONTINUES *from page 9*

terests represented by Sartiris Fassoulis. Icthyan acquired these rights from Matthew Fox and companies in 1955, paying Fox about $360,000.

At same time Comficor transferred to Chatham Fox note and Guild obligation to supply $500,000 worth of tv spot time. Chatham then transferred to Bon Ami $500,000 worth of tv spot time plus $750,000 worth of tv spot time which Chatham had acquired from Guild. Bon Ami paid $830,000 for this $1.25 million worth of tv spot time.

Mr. Fassoulis later transferred Icthyan package to Bon-Ami for over $1 million cash. Bon-Ami paid $1 million to Swiss bank for account of Icthyan. Same time, Bon-Ami agreed to buy from Guild $6.2 million worth of tv spot time for $3.6 million. This was paid by transferring Icthyan package from Bon-Ami to Guild, valued at $1.2 million, and Bon-Ami agreed to pay Guild $2.4 million in 60 monthly installments. Bon-Ami made three monthly payments to Guild, then contract cancelled when Bon-Ami failed to meet Jan. 1 and Feb. 1 payments.

Result was now contract whereby Guild agreed to consider $120,000 already paid as payment for $197,000 worth of tv spot time; Icthyan package returned by Guild to Bon-Ami; Bon-Ami agreed to pay Guild $30,000 cash and $30,000 in 15 monthly installments, and Guild agreed to supply Bon-Ami with $1¼ million worth of tv spot time.

WEEK'S HEADLINERS

Mr. Plitt

• HENRY G. PLITT, president of Paramount Gulf Theatres, subsidiary of American Broadcasting-Paramount Theatres Inc., appointed president of ABC Films Inc., replacing GEORGE SHUPERT who resigned from AB-PT's tv film subsidiary to become v.p. in charge of television for Metro-Goldwyn-Mayer (WEEK'S HEADLINERS Jan. 26). Mr. Plitt joined United Paramount Theatres, with which ABC merged in 1953 to form AB-PT, in 1946 as district manager in Ohio, West Virginia and Kentucky. In 1949, Mr. Plitt moved to New Orleans and was promoted to division manager of then Paramount-Richard (now Paramount Gulf) Theatres. He was advanced to v.p. in 1951 and president in 1955. In his new post, he will make his headquarters in New York.

Mr. Harris

• LLOYD HARRIS, Young & Rubicam media director, appointed v.p. and manager of media department at Sullivan, Stauffer, Colwell & Bayles, N.Y. Mr. Harris in effect will handle day-to-day media operation including buying. FRANK MINEHAN, who continues as v.p., director of media and chairman of SSC&B's plans board, will maintain overall supervision of media but is freed for concentration on plans board activity. Mr. Harris was in research and statistical work with Army during World War II, after war was with Veterans Administration. He joined Y&R in April 1948 as director of media research department, becoming in 1950, Y&R's media director on Procter & Gamble.

Mr. Montgelas

Mr. Kearns

Mr. Douglass

• RUDOLPH MONTGELAS, senior v.p., Ted Bates & Co., elected agency president, succeeding WILLIAM H. KEARNS, named vice chairman of board and chairman of executive committee. Mr. Montgelas continues as director and member of executive committee. He came to Bates in 1950, relinquishing presidency of Buchanan & Co. ad agency. JAMES C. DOUGLASS, who has served as senior v.p., named to new post of executive v.p. Mr. Kearns, with Bates since 1942, began advertising career with Buchanan-Thomas in Omaha, Neb. Mr. Douglass joined agency in 1953 as director of radio-tv. T. L. Bates, agency founder and honorary board chairman, and Rosser Reeves, chairman of board, continue in their respective positions. Bates had combined tv-radio billing of $84 million last year, and its broadcast share of overall billing was 79%.

Mr. Seavey

• HOLLIS M. SEAVEY, director, Clear Channel Broadcasting Service for past six years, resigning to enter station ownership. He has bought WCUM Cumberland, Md. (see CHANGING HANDS, page 56). Mr. Seavey became CCBS director in 1953, following five years as special events director and director of MBS' Washington bureau. Mr. Seavey worked as announcer and newscaster at WHLD Niagara Falls, N.Y.; KOCY Oklahoma City, and WOL Washington, D.C., before joining MBS' operations. His resignation as CCBS director will take place after FCC approves purchase of WCUM, expected after CCBS director's meeting in Chicago during NAB convention next month.

Mr. Paglin

• MAX D. PAGLIN, legal assistant to FCC Comr. Robert T. Bartley since 1953, appointed last Friday (Feb. 13) assistant general counsel to head litigation division of FCC, succeeding RICHARD A. SOLOMON, who joins antitrust division of Dept. of Justice. Mr. Paglin joined FCC in December 1942 and has since served in several regulatory divisions. He was with international common carrier communications from 1943-48, with fm broadcasting from 1948-50, with am broadcasting from 1950-51 and with broadcast hearings from 1951 until his appointment as legal assistant to Comr. Bartley.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

All sponsors SMASH records with Hammer!

The rundown on "Mike Hammer" carries as big a wallop as the fists of America's best-read, most-watched private eye...

No. 1 Mystery Series in *all* syndication for 4 straight months!*

No. 1 of All Syndicated Shows in St. Louis, Kansas City, Little Rock, Springfield, Mo., Charlotte, Peoria, Altoona; No. 2 in New York, Cincinnati, Washington, Scranton-Wilkes-Barre, Shreveport, Wichita; *in the "top ten" everywhere!**

Tremendously High Shares of audience in market after market! National average — **43.7%!***

2nd Series Already Renewed ... by MARLBORO CIGARETTES (Philip Morris, Inc.) ... by AEROWAX (American Home Products Co.) ... by BUDWEISER BEER (Anheuser-Busch) ... by LABATT'S BEER and ALE (John Labatt, Ltd.) and many more, plus scores of stations in every size market!

HAMMER HOME YOUR MESSAGE AND SHATTER YOUR SALES RECORDS!

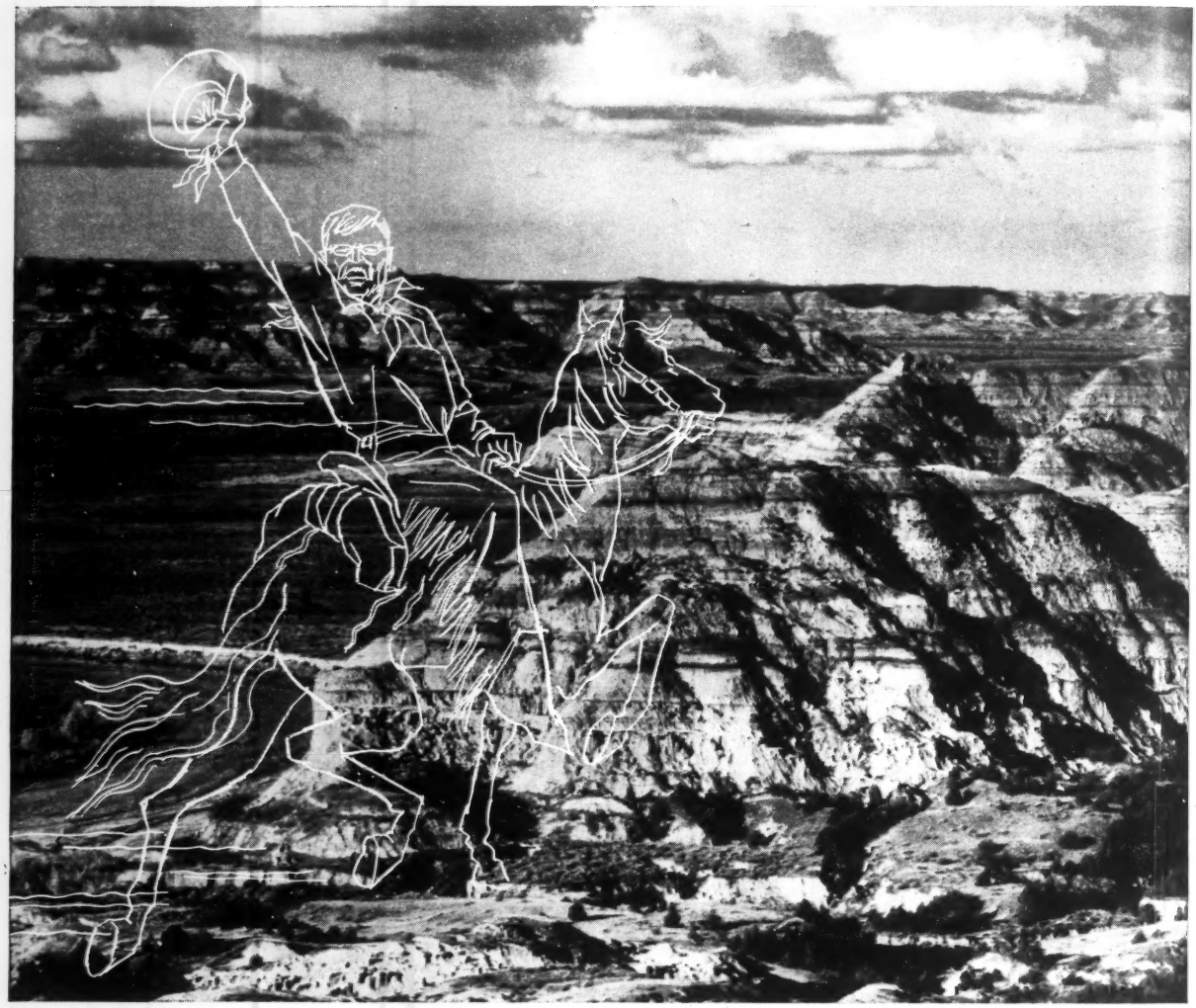
MICKEY SPILLANE'S MIKE HAMMER STARRING DARREN McGAVIN

78 half hours now available!

produced by revue productions

*Latest available ARB ratings.

mca tv
FILM SYNDICATION
598 Madison Avenue, New York 22 • PLaza 9-7500
and principal cities everywhere



REMEMBER THIS PICTURE? It's of Theodore Roosevelt National Memorial Park in North Dakota's Badlands. It was used in 1958 to illustrate one of Sinclair's public service messages devoted to the conservation of America's natural resources and historic shrines.

Sinclair's Public Service Program Continues to Win Wide Acclaim

Now in its fifth year, Sinclair's public service program has won continuing praise from the nation's leading senators, governors, congressmen, editors, educators and conservationists, and public commendation from important civic, business, farm, garden, travel and patriotic organizations.

In 1958, Sinclair received, for its public service, citations and commendations from the U.S. Junior Chamber of Commerce, Sport Fishing Institute, Wisconsin Recreation Association, the American Farm Bureau Federation, and the governors of Minnesota, North Dakota and Kansas, among others. In addition, the program again received the *Saturday Review* Award for distinguished advertising in the public interest, and was selected by *Public Relations News* as one of the year's best public relations programs.

HAVE YOU MOTORED TO A NATIONAL PARK RECENTLY? If not, perhaps you are planning such a trip for this summer. You will find our colorful National Parks map of interest and help. Write for your copy today: Tour Bureau, Sinclair Oil Bldg., 600 Fifth Ave., New York 20, N. Y.

SINCLAIR
A Great Name in Oil

DATEBOOK

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

FEBRUARY

Feb. 16—Boston ch. 5 rehearing scheduled to begin. This is on question of off-record conversations with FCC commissioners during original comparative hearing, remanded to the **FCC** by the U.S. Court of Appeals for the District of Columbia. Examiner: Judge Horace Stern.

Feb. 16-17—Managers of **Tele-Broadcasters Inc.** will hold first annual sales-management meeting at Sheraton East Hotel, New York. H. Scott Killgore is president.

***Feb. 16-17**—**National Collegiate Athletic Assn.**, Television Committee, Chicago, to put finishing touches on 1959 football television plan.

Feb. 17-18—**Michigan Assn. of Broadcasters**, legislative convention, Olds Hotel, Lansing.

Feb. 17-19—**Broadcasting & Film Commission—National Council of Churches**, annual meeting, Sheraton-McAlpin Hotel, New York.

Feb. 17-20—**Audio Engineering Society**, annual western convention, Hotel Biltmore, Los Angeles.

Feb. 18—Comments due on **FCC** proposal to revise program and commercial listings in application forms for new radio and tv stations, licenses and transfers. Docket No. 12,673.

***Feb. 19**—**NAB Tv Committee**, Waldorf-Astoria, New York.

***Feb. 19-21**—Commercial and educational broadcasters from 11 western states, annual **Radio-Tv Conference**, Arizona State U. campus, Phoenix.

Feb. 21—**United Press Intl. Broadcasters Assn.** of Connecticut, Jolly Fisherman, Norwalk.

***Feb. 23-24**—**American Bar Assn.**, annual convention, Edgewater Beach Hotel, Chicago (to be preceded Feb. 19-22 by several allied bar group meetings). ABA will hear status report on controversial Canon 35 prohibiting radio-tv courtroom coverage.

Feb. 24-25—**NAB Conference of State Broadcaster Assn. Presidents.** Annual meeting and conferences with legislators. Shoreham Hotel, Washington. A feature of the final day will be the annual Voice of Democracy awards luncheon.

Feb. 25-27—**Electronic Industries Assn.** industrial relations conference, Chase-Park Hotel, St. Louis.

Feb. 26—**NAB Engineering Advisory Committee**, NAB hdqrs., Washington.

***Feb. 27**—Democratic National Committee meets in Washington to pick final site for 1960 nominating convention.

***Feb. 28**—Comments due on FCC proposal to prohibit networks from representing tv stations other than their own in spot representation field. Docket No. 12,746.

MARCH

***March 3**—Second annual legislature dinner of **New York State Assn. of Radio & Television Broadcasters** with Gov. Nelson A. Rockefeller as guest-of-honor and keynote speaker, Ten Eyck Hotel, Albany. Also on dais will be New York Senators Jacob K. Javits and Kenneth B. Keating, Comr. Robert Lee, of FCC, and Gov. Rockefeller's entire cabinet. Mike Hanna, WHCU Ithaca, is chairman of dinner.

March 4—**California Broadcasters Assn.**, annual membership meeting, El Dorado Inn, Sacramento.

March 5-6—**Assn. of National Advertisers**, Advertising to Business & Industry, Hotel Webster Hall, Pittsburgh.

March 13-14—**Arkansas Broadcasters Assn.**, spring meeting, Hotel Marion, Little Rock.

***March 15**—**Assn. of Maximum Service Telecasters**, annual membership meeting, Conrad Hilton Hotel, Chicago, 9:30 a.m.

March 15-18—**NAB's annual convention** at the Conrad Hilton Hotel, Chicago. Exhibits open; non-agenda meetings scheduled March 15. Formal sessions open March 16 with keynote speech by Robert W. Sarnoff and continue through March 18; schedule topped by an address by FCC Chairman John C. Doerfer and FCC-industry roundtable. Only NAB associate members supplying broadcast equipment are eligible to exhibit. Annual **NAB Engineering Conference**, with several joint management-technical sessions, will be held concurrently with convention in the same hotel.

March 16—**NAB Tv Code Review Board**, Conrad Hilton Hotel, Chicago.

March 18-20—Quarterly conference, **Electronic Industries Assn.**, Statler Hilton Hotel, Washington.

***March 23-26**—Annual convention **Canadian Assn. of Radio & Television Broadcasters**, Royal York Hotel, Toronto, Ont.

March 23-26—National convention, **Institute of Radio Engineers**, Waldorf-Astoria, New York. The nation's leading electronic scientists will attend. Advances in space technology and major new electronic fields will be explored.

APRIL

April 1—Research workshop **Assn. of National Advertisers**, Hotel Pierre, New York.

***April 3-4**—**Oregon Assn. of Broadcasters**, U. of Oregon, Eugene.

April 3-5—**Mississippi Broadcasters Assn.**, annual meeting, Buena Vista Hotel, Biloxi.

April 5-8—**National Retail Merchants Assn.**, sales promotion division, Eden Roc Hotel, Miami Beach.

April 6-9—**National Premium Buyers**, 26th annual exposition, Navy Pier, Chicago. **Premium Advertising Assn. of America** will meet April 7, same site.

***April 7**—Trial of former FCC Comr. Richard A. Mack and friend, Thurman A. Whiteside, for conspiracy to defraud U.S. Presiding: Judge Burnita S. Matthews, U.S. District Court, Washington, D.C.

April 8—Deadline for comments to **FCC** on daytime radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. Docket 12,729.

April 12-13—Spring meeting, **Texas Assn. of Broadcasters**, Commodore Perry Hotel, Austin.

April 12-14—**Assn. of National Advertisers**, annual west coast meeting, Santa Barbara Biltmore, Santa Barbara, Calif.

April 20-23—**American Newspaper Publishers Assn.**, Waldorf-Astoria Hotel, New York.

April 23-25—**Western States Advertising Agencies Assn.**, ninth annual conference, Oasis Hotel, Palm Springs, Calif.

***April 23-25**—**American Assn. of Advertising Agencies**, annual meeting at The Greenbrier in White Sulfur Springs, W. Va. Annual dinner will be held April 24.

***April 24**—**Ohio Assn. of Broadcasters**, Terrace-Hilton Hotel, Cincinnati.

***April 24-25**—New Mexico Broadcasters Assn.,

how to be a hero to your clients

Clients really take a shine to you, when you install TelePrompTer. You'll turn out their commercials smooth as silk even after a single run-through. Performance with TelePrompTer builds client confidence because you're delivering network quality with local talent. It's a fact: No station is fully equipped without TelePrompTer.

TelePro 6000 Rear Screen Projector can give your commercials another big boost. The brightest image imaginable gives authentic background for your clients' messages. Both TelePrompTer and TelePro will be on exhibit at the N. A. B. Convention in Chicago, March 15. Don't miss them.

TELEPROMPTER CORPORATION.

Originators of
GROUP COMMUNICATIONS

311 WEST 43 ST., NEW YORK 36, N.Y.

LOS ANGELES • WASHINGTON, D.C. • CHICAGO
HUNTSVILLE, ALA. • TORONTO • LONDON

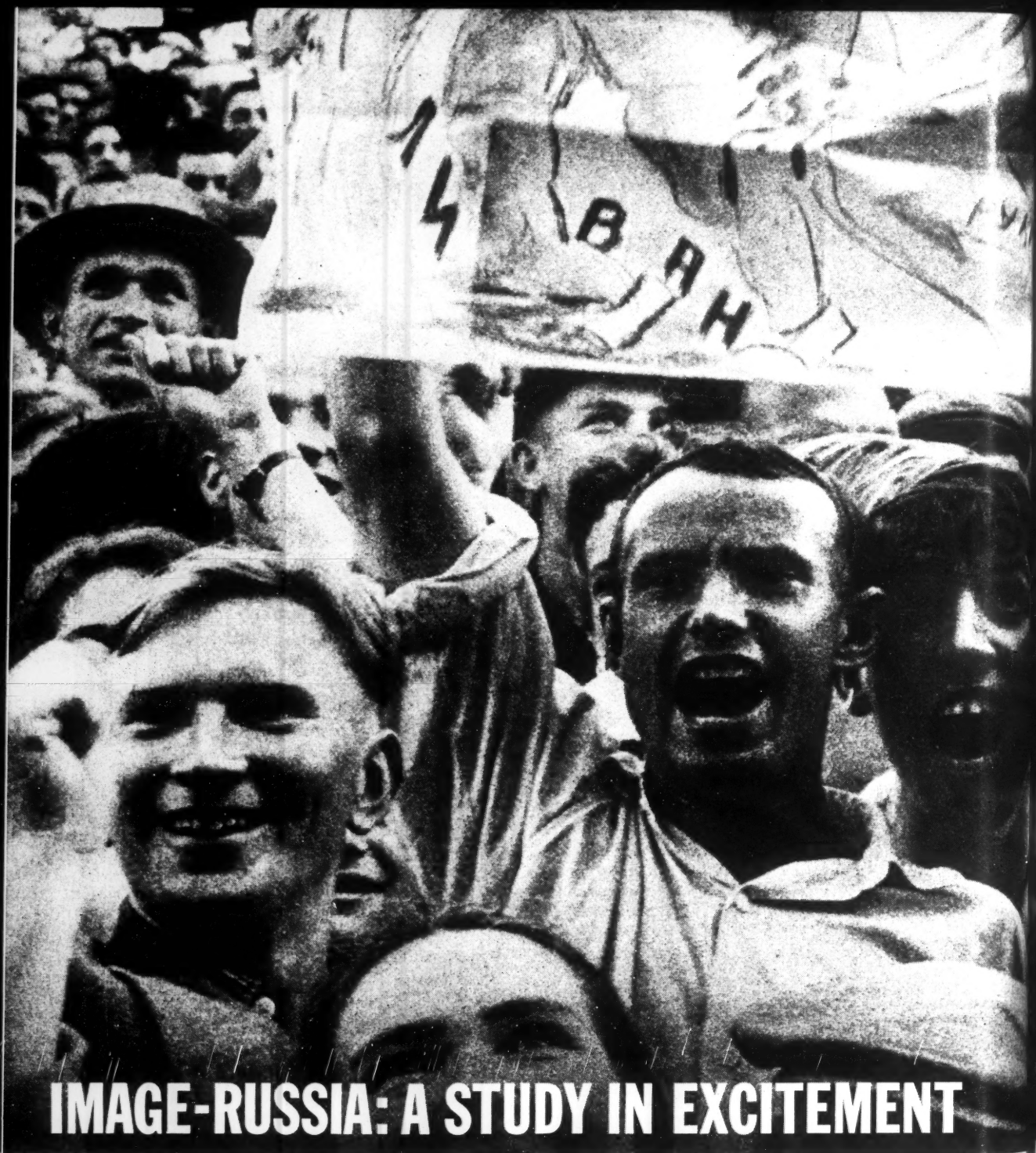
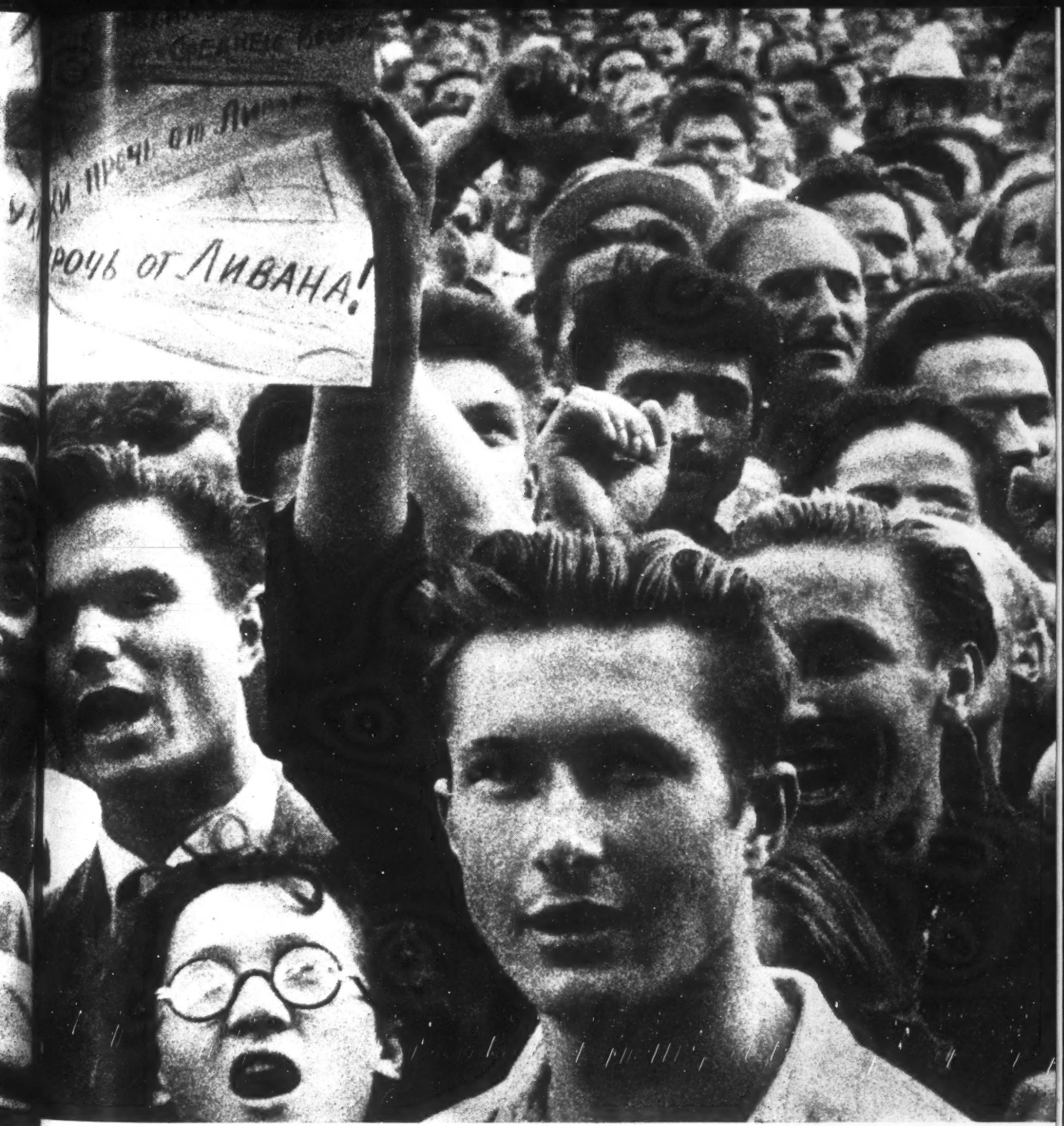


IMAGE-RUSSIA: A STUDY IN EXCITEMENT

The first of NBC Radio's new "Image" series—IMAGE-RUSSIA—has stirred genuine excitement among listeners and critics. *Variety* is impressed by its "vividly revealing word picture of the . . . passion and violence that engulfs present-day Russia . . . it cannot help but beat an indelible tattoo on the minds of everyone interested in the character of the Soviet Union." *The New York Times* believes it an "interesting, enlightening . . . colorful and comprehensive . . . praiseworthy project . . ." ■ IMAGE-RUSSIA is the latest example of NBC Radio's continuing contribution to provocative, imaginative

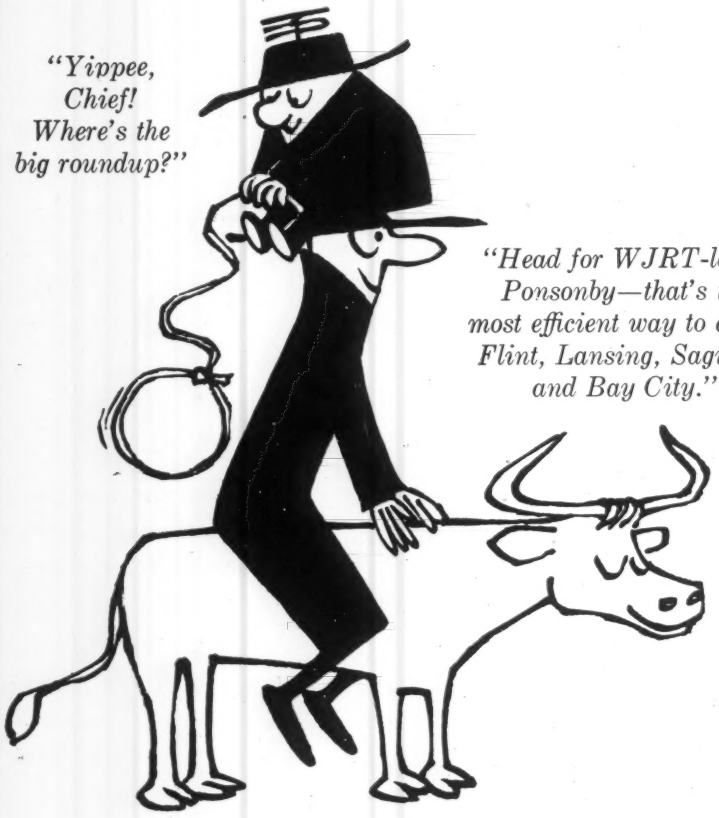


network programming. It is further evidence of the industry leadership which produced Monitor, News-on-the-Hour, Hot-Line Service, and Stardust. ■ For these exciting program services, NBC Radio has created equally exciting sales plans: Engineered Circulation, Imagery Transfer, Memory Vision, and the remarkable Salesvertising Plan that ties local dealers in with national campaigns. ■ These are the compelling reasons why more and more advertisers are using the

NBC RADIO NETWORK

Another thriller-diller from WJRT—

"Yippee, Chief! Where's the big roundup?"



"Head for WJRT-land, Ponsonby—that's the most efficient way to corral Flint, Lansing, Saginaw and Bay City."

If you want land, lots of land: Flint, Lansing, Saginaw and Bay City, to be exact—WJRT's your baby. With each of these big metropolitan areas getting WJRT's powerful Grade "A" signal or better, it's *the* most efficient way to buy Michigan's *other* big market. In all, you get nearly a half million TV households with this single-station buy. That's all of rich mid-Michigan, ready to hark to your message. Whenever you're ready to send it, just say the word.

WJRT

CHANNEL 12 FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

Bishop's Lodge, Santa Fe.

April 26-29—National Assn. of Transportation Advertising convention, The Greenbrier, White Sulphur Springs, W. Va.

April 29-30—International Advertising Assn. convention, Hotel Roosevelt, New York.

*April 30-May 2—Alabama Broadcasters Assn., Buena Vista Hotel, Biloxi, Miss.

April 30-May 3—Assn. of Women in Radio & Television, annual national convention, Waldorf-Astoria Hotel, New York.

April 30-May 3—4th district, Advertising Federation of America, Tides Hotel & Bath Club, St. Petersburg, Fla.

MAY

May 1—National Radio Month opens.

May 1—National Law Day.

*May 1-3—Texas Assn. of Sigma Delta Chi, Hotel Galvez, Galveston. Annual meeting.

May 4-6—Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto, Ont.

May 4-8—Society of Motion Picture & Tv Engineers, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla.

May 13-15—Pennsylvania Assn. of Broadcasters, Bedford Springs.

*May 16-17—Illinois News Broadcasters Assn., spring meeting, Southern Illinois U., Carbondale; also, United Press Intl. business meeting.

May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

*May 21-23—Montana Radio Stations Inc., Great Falls.

May 21-23—Electronic Industries Assn., annual convention, Sheraton Hotel, Chicago.

*May 24-27—Associated Business Publications, annual meeting and management conference, Skytop Lodge, Skytop, Pa.

*May 28-31—Second Annual Pop Music Disc Jockey Convention & Seminar under auspices of Storz Stations, Americana Hotel, Miami, Fla.

JUNE-NOVEMBER

June 1-3—National microwave symposium, Professional Group on Microwave Theory & Techniques, Boston Section, Paine Hall, Harvard U., Cambridge, Mass.

June 7-10—Advertising Federation of America, annual convention, Hotel Leamington, Minneapolis.

June 9-11—National Community Television Assn. annual convention, Mayflower Hotel, Washington, D.C.

June 12-16—National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17—National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

*June 17-19—American Marketing Assn., national conference, Hotel Statler, Cleveland.

June 17-20—Natonal Assn. of Radio-Television Farm Directors convention, Hotel Statler, New York.

*June 18—Maryland-D. C. Broadcasters Assn., Stephen Decatur Hotel, Ocean City, Md.

*June 19-20—Colorado Broadcasters & Telecasters Assn., Glenwood Springs.

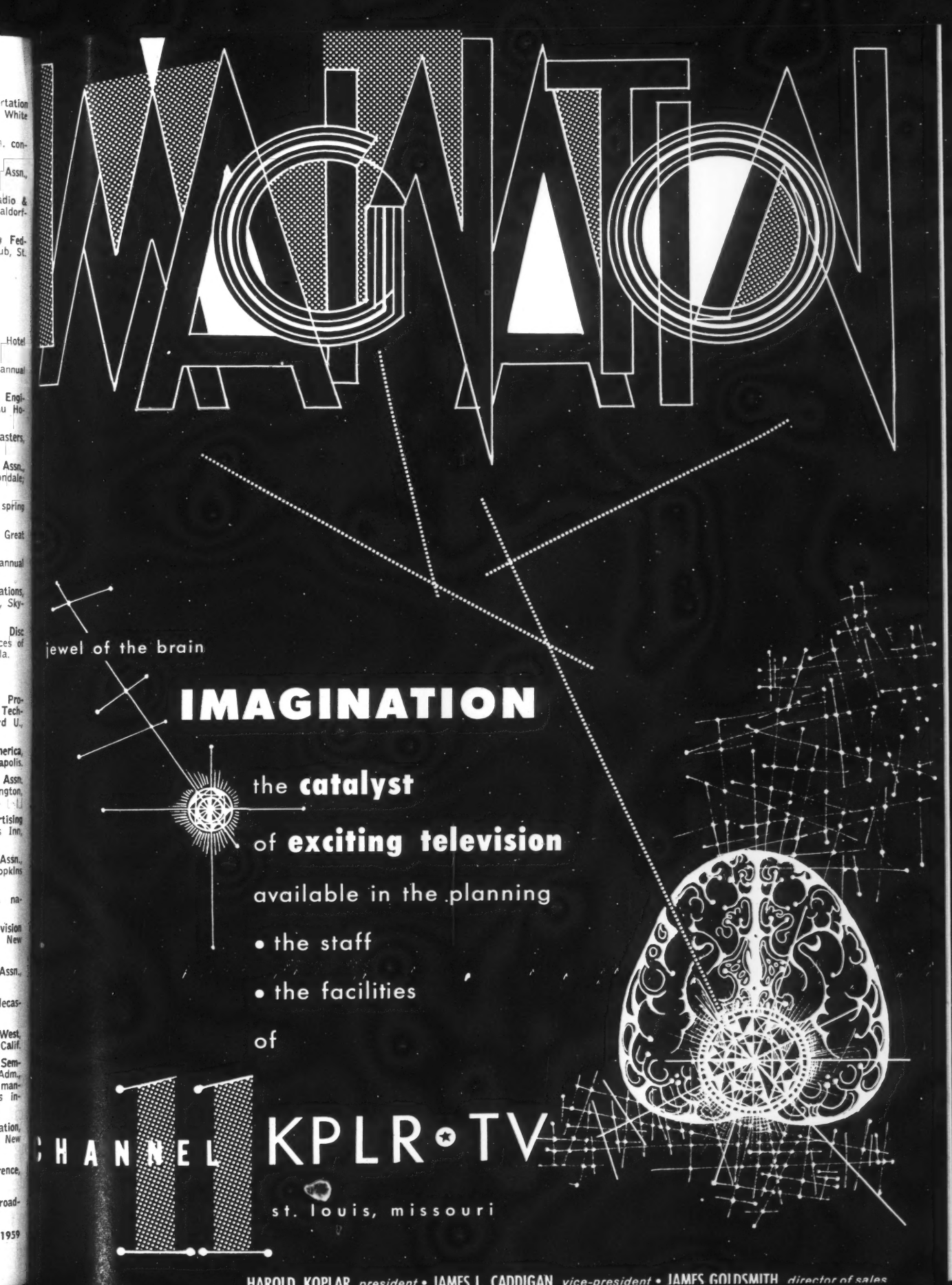
June 28-July 2—Advertising Assn. of the West, annual convention, Tahoe Tavern, Tahoe City, Calif.

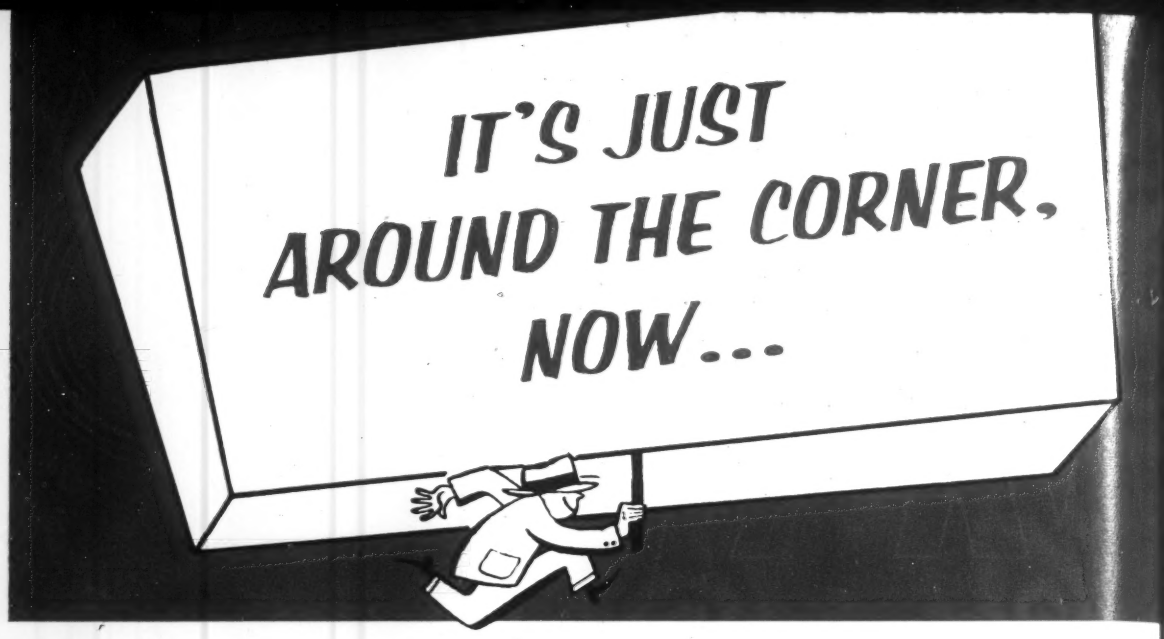
*July 5-17—NAB Management Development Seminar, Harvard Graduate School of Business Adm., Cambridge, Mass. Designed to give station management principles and analytic techniques involved in the executive job.

*Sept. 25—Advertising Research Foundation, fifth annual conference, Waldorf-Astoria, New York.

Oct. 12-14—National Electronics Conference, Hotel Sherman, Chicago.

Nov. 8-9—Fall meeting, Texas Assn. of Broadcasters, Texas Hotel, Fort Worth.


IMAGINATION
jewel of the brain
IMAGINATION
the catalyst
of exciting television
available in the planning
• the staff
• the facilities
of
CHANNEL 11
KPLR • TV
st. louis, missouri
HAROLD KOPLAR president • JAMES L. CADDIGAN vice-president • JAMES GOLDSMITH director of sales



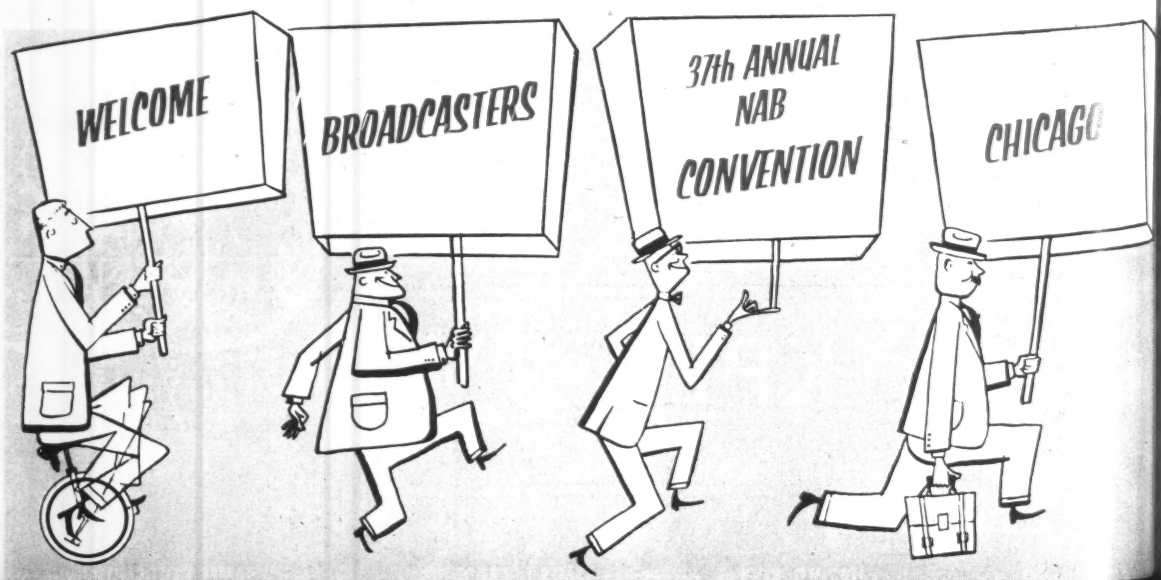
To paraphrase the old "Don't-look-now, – *BUT*" admonition, urgency compels us to say: *DO* look – *BECAUSE* this year's NAB Convention is almost at hand! March 15 to 18! A month or less away!

As always, it will attract an attendance from all segments of the broadcast advertising business . . . *and* an attention from TV and radio executives in every corner of the nation.

As always, too, BROADCASTING Magazine will serve this widespread interest with *three* of the most heavily-read issues it publishes each year: (1) *pre*-Convention on March 9; (2) *during* the Convention, March 16; and (3) *post*-Convention, March 23, rounding up everything that made news.

To accomplish this with the authoritative completeness that only BROADCASTING *can*, a full-scale news room is being set up in Chicago – staffed with a dozen of BROADCASTING's most experienced editors, equipped with direct lines to the BROADCASTING headquarters in Washington. These facilities (more extensive than those of all other TV-radio journals purporting to cover the Convention) assure BROADCASTING readers of thorough reports on every meeting, every committee session, every social affair. They'll probe out the trends and tenor of the Convention, its unexpected developments, undercurrents, and color. Skilfully edited, the result is the most authentic, comprehensive panorama of NAB's 1959 conclave anywhere–and indispensable as a guide to what's happening.

It adds up to a triple-barreled opportunity, too, for anyone with an advertising message that's aimed at TV-&-radio's busiest decision-makers. You get the year's biggest bonus of attention with each of these three big issues, and at no increase in rates. *If you haven't reserved your space yet, this is the hour to get cracking! It's only days to deadlines – so wire or phone the nearest* BROADCASTING *office before you turn another page.*



THREE BIG ISSUES FOR TV-&-RADIO'S BIGGEST EVENT OF THE YEAR —

LOOKING AHEAD . . . *before* the Convention.
LOOKING AROUND . . . *at* the Convention.
LOOKING BACK . . . to *sum up* the Convention.

Here are some of the many attention-getting features that will be included in BROADCASTING's *complete* coverage of this year's NAB Convention:

Over 30 pages of pre-Convention facts *(March 9)*—

- a schedule of all events, side meetings, etc.
- directory of broadcast equipment exhibits.
- directory of hospitality suites to be occupied by film, transcription, programming and other services (excluded this year from exhibition hall).
- a complete preview of technical papers to be read at Engineering Conference.
- detailed descriptions of the services, programs, and products offered by NAB associate members who will maintain hospitality suites.
- detailed preview of each broadcast equipment exhibit planned in exhibition hall.
- and a full list of all advance registration delegates up to BROADCASTING press-time.

Then—on the opening Convention day *(March 16)*

- a comprehensive round-up feature on activities.
- complete Convention directory of events and exhibits – plus a non-agenda directory – with room and exhibit space numbers.
- a series of news features about top Convention officials.
- depth stories analyzing key problems in the television and radio business.

Finally, the whole post-Convention wrap-up *(March 23)* —

- concise reports on *every* meeting, committee session, social event, and many unlisted proceedings.
- analytic coverage of all significant developments emerging from the Convention.
- extensive pictorial coverage of events and personalities.
- a report on results of a special *Pulse* survey to be conducted among delegates, seeking their reactions to major Convention activities.
- a review of each broadcast equipment exhibit.
- a full report of Engineering Conference sessions.

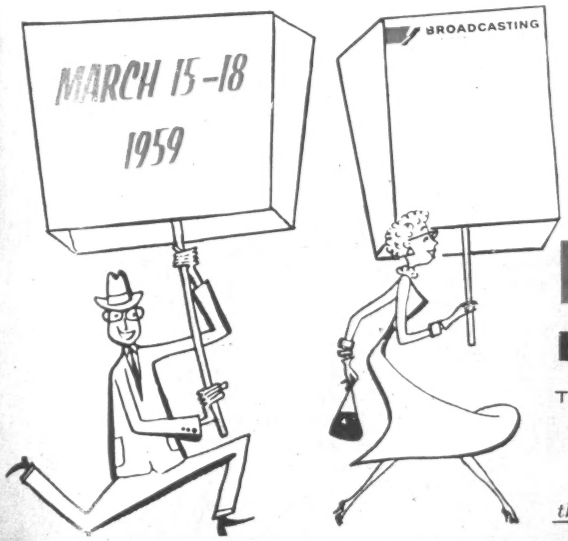
AT EVERY IMPORTANT AGENCY...AMONG ALL MAJOR TV-RADIO ADVERTISERS...AT TELEVISION AND RADIO STATIONS, NETWORK OFFICES, REPRESENTATIVES ALL OVER THE COUNTRY...IN DOZENS OF ALLIED SERVICES AND INDUSTRIES... AND AT THE CONVENTION ITSELF —

BROADCASTING'S BIG CONVENTION ISSUES WILL BE "MUST" READING FOR EVERYONE WITH A STAKE IN BROADCAST ADVERTISING!

It's the perfect time to tell 'em what you want them to know ABOUT YOU! With *BROADCASTING's paid* circulation – now approaching 22,000 copies weekly – you get the biggest, most receptive audience in the business (and at a time they think *hardest* about TV-radio business).

Make plans today to be represented in the pages of BROADCASTING's Convention issues.

It's the Conventional thing to do!



BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

a member of the Audit Bureau of Circulations –

the ONLY *one in the television-radio business paper field!*

West Texas Television Network

W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

OPEN MIKE

NAB and public relations

EDITOR:

I read with disbelieving eyes that the NAB board had apparently discovered the industry's serious public relations problem and decided it should be discussed by management at the upcoming convention (page 35, Feb. 9).

There used to be a Public Information Committee of the NAB and I used to be the chairman of that committee, which was composed of some outstanding broadcasters.

Some two years ago that committee unanimously adopted a resolution regarding this public relations problem and sent it to the board as the committee's report.

This report called for action two years ago. To my knowledge nothing substantial has been done along lines of the committee's recommendation, nor has the committee met in the past couple of years.

It is this sort of failure to meet the problems of the industry that has forced our station to have serious doubts about any value in our remaining a member of NAB.

Jack Harris
Vice President-General Manager
KPRC-AM-TV Houston, Tex.

'Perspective '59' issue helpful

EDITOR:

In my humble opinion your Feb. 9 issue was one of the best I have ever seen. I especially liked your review sections on what is going on with regard to videotape, fm and multiplexing.

The more the merrier!

Charles M. Wilds
N. W. Ayer & Son
New York

EDITOR:

. . . Just a letter of congratulations on this week's issue. It is one of the finest magazines I have ever seen and some of the best stories.

Dan Hydrick Jr.
Manager
WGH Newport News, Va.

EDITOR:

I have just finished reading your article on fm in the Feb. 9 edition . . . It is very complete and well done. I hope it will have the effect of hypoing the fm position in the broadcast industry. Congratulations!

Ross Beville
Vice President for Engineering
WWDC-AM-FM
Washington

Fm survey available

EDITOR:

Please send us 500 reprints of "'Have Audience, Can Sell'—Fm" (page 124, Feb. 9).

Harold I. Tanner
WLDM (FM) Oak Park, Mich.

EDITOR:

Please send us 500 reprints . . .

Jack Williams
Promotion Manager
WBZ Boston

[EDITOR'S NOTE: Reprints 15¢ each.]

There is an fm rep

EDITOR:

We were gratified to read your illuminating article on fm in "Perspective '59." However, the five fm stations which we represent for national business will be surprised at the statement "nobody reps fm." We have been representing good music stations—am and fm—for five years.

Herbert Groskin
National Sales Manager
Good Music Broadcasters Inc.
New York

[EDITOR'S NOTE: Agencies said it. We reported Good Music is an am-fm rep.]

KNOE-TV is on channel 8

EDITOR:

Your Feb. 9 "Perspective" issue is a bellringer extraordinary. Even more impressive than last year's. It answers a lot of questions I have had in mind and will remain within arm's reach as a valuable reference source for many weeks to come. One error though I regret I have to report.

The ad for my client, KNOE-TV, which appeared on page 88 should have shown Channel 8 . . . Calling this fact to the attention of your many influential agency readers would be deeply appreciated.

Garland Shell
Shell Adv. Agency
Monroe, La.

'Quiz of Two Cities' status

EDITOR:

. . . You've been in broadcasting long enough to know that I originated and own the *Quiz of Two Cities* . . . Some 50 radio and tv stations and numerous advertisers have bought this feature from me over the past 20 years.

Needless to say, when a write-up on page 10 of your Jan. 26 issue credits one Brent Gunts with having originated one of my creative productions, it can cause me some painful embarrassment

in the trade. To set the record straight, I originated what was then a completely novel approach to a radio quiz, made a presentation of the idea to the Gunther Brewing Co. who bought and paid me for the program over an 11-year span. After the program was sold and the pattern set, a WFBR (Baltimore) staff writer was assigned to do the research on questions and write script. This man happened to be Gunts . . .

. . . Taken seriously, this could do serious damage to one of my personal properties which I still consider of great value.

Al Buffington
Fidelity Films Inc.
Hollywood, Calif.

[EDITOR'S NOTE: The story was based on a news release circulated by WBAL-AM-TV Baltimore which identified Mr. Gunts as having "originated and produced 'Quiz of Two Cities'."]

Radio 'Monday Memo' reprints

EDITOR:

Kindly rush . . . 100 copies of "Why does radio have to keep proving itself?," the MONDAY MEMO from Ben Potts, page 21 Jan. 26. Terrific!

W. Eldon Garner
Managing Director
WKMF Flint, Mich.

[EDITOR'S NOTE: Reprints are 5¢ each.]

Benrus tv spot preview 'ticks'

EDITOR:

I'D LIKE SOON AS POSSIBLE 65 COPIES OF YOUR FEB. 2 ISSUE.

HARVEY BOND
VICE PRESIDENT
BENRUS WATCH CO.
NEW YORK

Katz represents KOMO-AM-TV

EDITOR:

Page 51 Feb. 2 you refer to NBC Spot Sales as representing KOMO-TV Seattle, Wash. Effective Jan. 1, 1959, our representative was announced as The Katz Agency, both for KOMO-TV and KOMO Radio.

Bill Hubbach
General Sales Manager
KOMO-TV Seattle

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

December, '58, PULSE says:

KLZ RADIO

HAS SUBSTANTIALLY MORE FIRST-RATED PERIODS THAN All Other DENVER STATIONS COMBINED!

ALL WEEK LONG!

Want *more* confirmation?
See latest Hooper!

PUT KLZ's SELLING AIR PERSONALITIES TO WORK FOR YOU!

Call your KATZ man or Lee Fondren, Denver

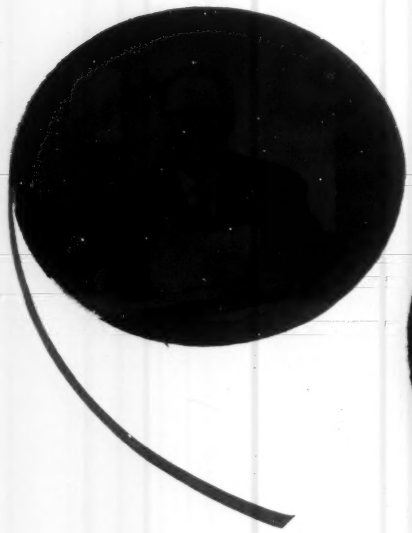
KLZ-Radio

560 ON THE DIAL IN DENVER

CBS FOR THE ROCKY MOUNTAIN AREA

Interview: Al Petcavage

Assistant Vice President and Media Group Supervisor of Ted Bates & Company, Inc., tells why he selects WLW Radio and TV Stations.



"We select the WLW TV Stations and WLW Radio because of the complete cooperation which the Crosley Stations give advertisers."

"The Crosley Group are famous for this all-around service to advertisers, no matter how large or how small."

"From programs to promotions, on-the-air to point-of-sale, advertising to merchandising . . . you just can't beat the WLW TV-Radio Stations for ringing up sales."

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T Television Cincinnati

WLW-C Television Columbus

WLW-D Television Dayton

WLW-A Television Atlanta

WLW-I Television Indianapolis

W L W Radio

Network Affiliations: NBC, ABC, MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales—Detroit, Los Angeles; Tracy Moore & Associates—Los Angeles, San Francisco; Bomar Lowrance & Associates, Inc.—Atlanta, Dallas. Crosley Broadcasting Corporation.

MONDAY MEMO

from **MILTON J. BECKMAN,** *principal, Beckman-Koblitz Inc., Los Angeles*

Vtr also means 'Very Terrific Results'!

Videotape recording arrived quietly in Los Angeles. No fanfares, no dancing girls. Just a new set of initials (vtr) that someone casually dropped in a production meeting or in a tv column or maybe in a neighborhood bistro.

At Beckman-Koblitz, several pair of ears perked up in joyful anticipation. Here was something new. We had to investigate. We did, and what we learned set our pulses a'throbbing. If this new miracle really worked it could provide answers to some of an agency's most pressing production problems.

We went for vtr with the same carefully-planned abandon that prompts a sales representative to plunge into his martini glass, groping for the olive. As a result, Beckman-Koblitz became a vtr pioneer on the West Coast.

How It All Began • We were doing a live hour show at KABC-TV Los Angeles. We didn't like the time slot, but there was no other availability offering the necessary production facilities. So we taped the show, commercials and all, on Sunday and played it back during the time period we wanted. Result: we saved the show, increased ratings and, most important, upped sales for our client.

Shortly thereafter, other local stations received their vtr machines and ideas bloomed brightly in our minds. For years such well-known local personalities as KTTV (TV)'s Jackson Wheeler and KTLA (TV)'s Dick Lane had been associated with one of our clients, Hub Furniture Stores. Unfortunately, it was impossible for these men to do every one of our commercials; they'd never have a chance to breathe, much less eat or sleep. Once again vtr came streaking in on a snow-white charger. We taped all of our Hub commercials, doing as many as eight in a two-hour session, using the men we wanted.

Result: we had our client's favorite salesmen on call all hours of the day or night. Even Jackson Wheeler's month-long tour of Russia didn't disturb our tv schedule; he was literally in two places at once.

Recently we took a remote crew into one of the Hub stores and taped a whole series of on-the-spot commercials. On a one-time live basis, or using film, the cost would have been prohibitive.

Vtr, with its excellent quality and re-use factor, enabled us to do the job and stay within budget. In just one eight-hour day, we were able to videotape seven extremely elaborate commercials for another of our clients, Cal Sales Inc., world's largest distributor of Triumph automobiles. This vigorous session would have required at least three days for filming. These Triumph commercials have everything: music, rear process, top personalities such as Bobby Troup and Doye O'Dell who lent their authority to our sales story. Reaction from the client, the public, and even from competitive tv stations is tops.

Selling the Client • Recently we have started to use the happy marvel of videotape in still another way. It all began when we formulated plans for a brand new campaign for one of our clients. After several weeks of hard work and long hours, we had our ideas completely assembled, the rough art finished, television and radio scripts prepared, merchandising and promotional possibilities outlined and covered.

It was a pretty package complete with all the trimmings. We knew it was a good campaign and we wanted to present it to our client as dramatically and vividly as possible in order to insure his full understanding and approval. Then somebody had a bright idea: Why not videotape our tv commercials? Why show the client a few pieces of paper and hope that he could be able to visualize the effects? Why trust our typewriters to do the selling job that vtr could do so much more effectively?

The whole affair was a roaring success. Not only did we as an agency become even more familiar with the job of a performer, but in the end we had on tape a series of commercials that looked and sounded like a commercial should.

More effective than a bunch of typewritten sheets? Well, all I can say is that in spite of the lack of sets and fancy props, the client was delighted. For the first time he was able to make a decision based on something approaching a finished product. He bought the campaign, lock, stock and videotape.

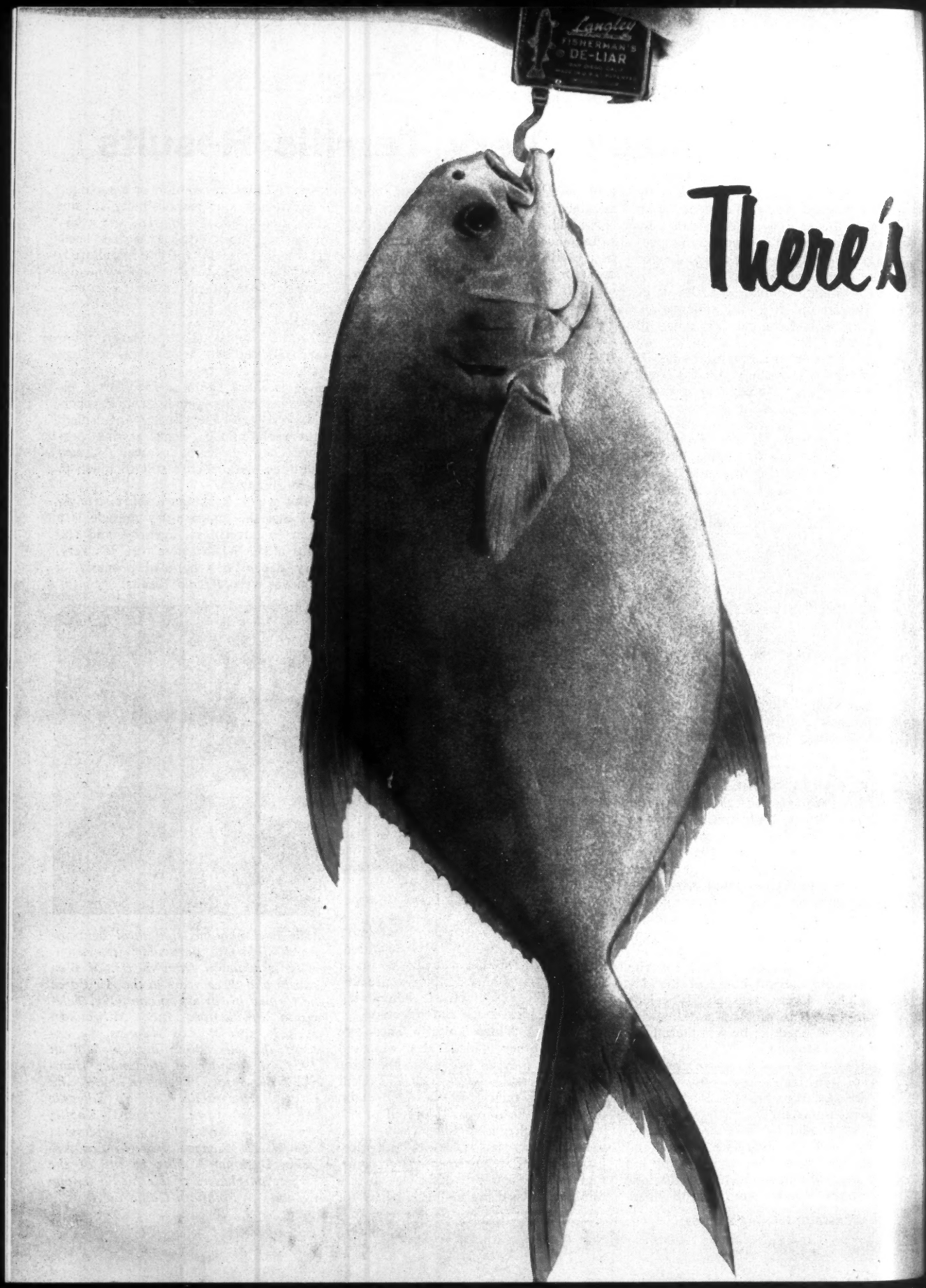
Plenty of 'Video Tales' • There are dozens of other "Video Tales" we could relate, but they all add up to the same successful results for agency and client alike. Now, mind you, we don't claim that vtr is the universal cure-all or the long-lost alchemist's stone. Each client, each product has its own individual problems and requirements. For some, film or live is more desirable, just as different advertising media is better for a specific idea, promotion or campaign.

Obviously, our responsibility to our clients continues long after one commercial or an entire series has been taped. They must still be monitored, constantly checked for improvements. New tapes must be created and produced to refresh and build our growing libraries for each client.

In the case of our retail clients, where merchandise and promotions change with rapid-fire regularity, our taping sessions must be on a weekly or bi-weekly schedule. Some of our supervisory efforts have been intensified; others eliminated. Each session produces new problems as well as new solutions. And there's still so much to learn about vtr.

But we at Beckman-Koblitz strongly feel that this modern-day miracle is a boon to advertisers, agencies and stations alike. When vtr is bad, it's very, very bad. When handled properly, it achieves very terrific results!

Milt Beckman has a natural bent towards air media, particularly television. After graduation from the U. of Wisconsin and three years in the Air Force he formed his own film company, Television Productions Inc., Milwaukee. Moving next to Los Angeles, he entered the advertising agency field in 1951 as founder of Beckman, Hamilton & Assoc. Then, in 1957, he merged with Eddie Koblitz's Edwards Agency to form Beckman - Koblitz Agency. Occupying its own building at 915 N. La Cienega Blvd. in Los Angeles, Beckman-Koblitz is one of the largest purchasers of air media among agencies in Southern California.



There's

more to Florida...

There's **WJXT** in Jacksonville. You cast your line in a booming regional center served only by WJXT . . . 66 counties in Northeast Florida and South Georgia, more than twice the counties served by the other station. A glance at ARB serves to sum up the situation: 38 of the top 40 shows (and all 10 top local shows) are on WJXT. Tipping the scales still further in our favor: the largest share of audience in the nation for a 2-station market! Whenever you're fishing for sales, there's more, much more to . . .

WJXT 4

JACKSONVILLE, FLORIDA

An affiliate of the CBS Television Network
Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division:

WJXT *Channel 4, Jacksonville, Florida* **WTOP Radio** *Washington, D. C.* **WTOP-TV** *Channel 9, Washington, D. C.*

"96.3% of the respondents to the contest on your station are over 20 years of age"

Read this letter to Station WBNY from
Reifer, Brock & Bellanca
Certified Public Accountants

REIFER, BROCK & BELLANCA
CERTIFIED PUBLIC ACCOUNTANTS
7TH HOTEL STATLER
BUFFALO 2, NEW YORK

February 2, 1959

Radio Station WBNY
485 Main Street
Buffalo 3, New York

Gentlemen:

We have examined 14,608 completed entry blanks in your "Nu-Way Dollar Doubler" Contest, which blanks you submitted to us, and found that the age distribution of the contestants shown on the blanks is as follows:

Under 20 years of age	3.7%
20 to 30 years of age	17.9
31 to 40 years of age	26.4
41 to 50 years of age	21.6
Over 50 years of age	19.5
Not classified, no age shown	11.0
Total	100.0%

Yours very truly,
Reifer, Brock & Bellanca
Certified Public Accountants

WBNY

Top Station* in the Buffalo Market

DELIVERS AN ADULT AUDIENCE

Get the Facts! . . . Call Jack Masla

*Nov.-Dec. 1958 Pulse reports:
WBNY—1st from Noon to 6 P.M.
WBNY—2nd from 7 A.M. to Noon

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BROADCASTING*

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office

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DYNAMIC ACTION FOR THE ENTIRE FAMILY!

CANNONBALL

Thrilling stories of long-haul truckers at home and along the highway.

In a brand-new series that brings you heart-in-your mouth adventure with plenty of heart.

Created and produced by Robert Maxwell, famed creator of LASSIE, CANNONBALL will ride your way with big audiences and increased profits.

I INDEPENDENT
T TELEVISION
C CORPORATION

488 Madison Ave. • N.Y. 22 • PLaza 5-2100

ARB and Trendex, too!

Nielsen Reports:

WOW-TV FIRST

in the

Omaha Market!

Insist on seeing all audience surveys—

the 4-week Oct., Nov. ARB,
the Oct. secret-week Trendex
and the Nov. Nielsen . . .

You'll see that WOW-TV is the consistent leader.

WOW-TV Delivers More Homes than the other two Omaha Stations—

- 103 ½ Quarter Hour Periods to 91 ½ for Station "B" 93 for Station "C"
  (Based on November 1958 NSI for Omaha Area. Average quarter-hours, Monday through Friday 6 A.M. to Midnight. Individual quarter-hours for remainder of week.)
- WOW-TV News is TOPS—All day long! 12 noon, 6 p.m., 10 p.m. news programs deliver more homes than opposition.
- WOW-TV has 6 of the Top 10 shows. 10 of the Top 20 shows.

WOW-TV *Channel* **6** *Omaha*

CBS TV

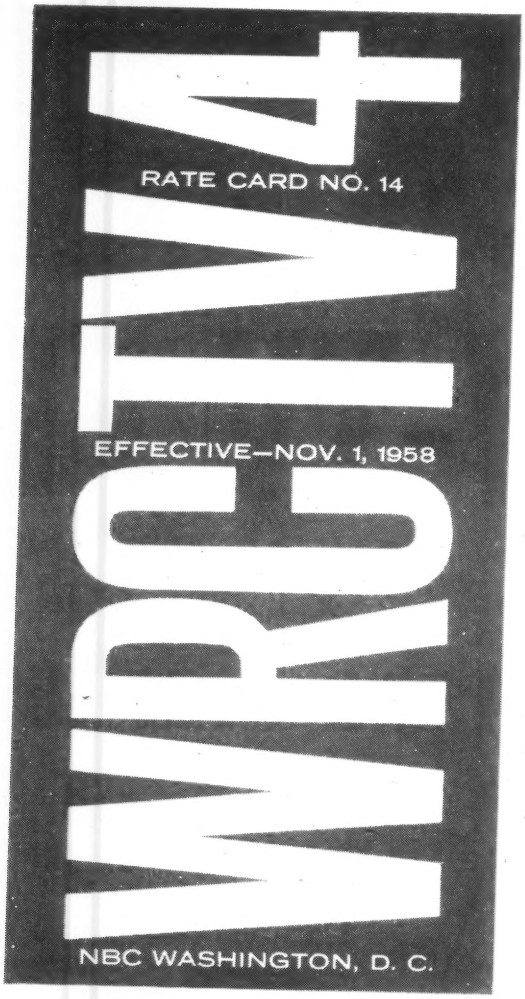
FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Sales Manager

BLAIR-TV Representatives

A *Meredith* Station

WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY
KRMG, TULSA, OKLAHOMA

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines



YOUR MONEY BUYS WASHINGTON'S BIGGEST AUDIENCES ON WRC-TV!

WRC-TV IS WATCHED EVERY WEEK IN 90% OF ALL WASHINGTON HOMES . . . . . MORE HOMES THAN ANY OTHER STATION!

NBC LEADERSHIP STATION IN WASHINGTON, D. C. SOLD BY NBC SPOT SALES Source: ARB June '58 – January '59

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

February 16, 1959
Vol. 56 No. 7

A TANGLED TRAIL LEADS TO MUTUAL

SEC tries to track Guterma's dealings; network's fate involved

That "goddam genius"* who runs Mutual has his work cut out for him this week.

Alexander L. Guterma, who became president of the network last September after it was bought through an intricate chain of purchases (see page 30), was ordered to appear in United States District Court in New York next Thursday (Feb. 19) to show cause why the court should not issue a preliminary injunction prohibiting trading in F.L. Jacobs Co. stock and an order that Jacobs file with the Securities & Exchange Commission a number of overdue reports. F.L. Jacobs is the parent company which Mr. Guterma controls and which sits atop the ownership chain which leads down to Mutual.

Meanwhile, the SEC itself suspended trading in Jacobs stock for 10 days. The New York Stock Exchange had suspended trading in Jacobs last Dec. 5. Last week's order also stops trading through the Detroit exchange and on an over-the-counter basis.

The SEC has several points of dispute with Mr. Guterma and his Jacobs company. The first one is failure to file the company's annual report which was due under New York Stock Exchange regulations within 90 days after close of the fiscal year and under SEC regulations within 120 days. The fiscal year ended July 31 which meant the filings were due Oct. 31 and Nov. 30.

The second is a charge that Mr. Guterma hocked all his stock—Jacobs and all that in its wholly-owned subsidiary companies with money lenders, to the end that "the principal 'insider' (Guterma) of Jacobs was liquidating his position, in conformity with his over-all fraudulent scheme." Further, the SEC says "it affirmatively appears" that Mr. Guterma intended that the stock would be sold out by his creditors.

One Way Out • What the SEC means in this last charge is that Mr. Guterma was "bailing out." Such a deal works like this: a stockholder, knowing a company is on the rocks, wants to get rid of his stock before other investors catch on. He can't do this in the open market, so he goes to a money lender and pledges the stock in return for a loan. The loan carries extremely high interest rates (in Mr. Guterma's case, 2% per month, it is alleged) plus, usually, a collateral requirement three times the value of the loan. The stockholder has no intention of redeeming the stock, and defaults on the loan.

The man on the other end, the money lender, is not unaware of these facts either. After the default he unloads the stock himself. Even if he has to sell at reduced value he can still make money, as he has three times as much stock value as the amount of his loan outlay. The man who's stuck is the other investor who doesn't know what's going on, and when he finds out, has to sell in the reduced market.

The SEC says that Mr. Guterma owned about 150,000 of Jacobs' 960,000 shares of common stock on Dec. 1, 1958. During the early part of that year he is said to have pledged all his stock for loans—but conventional ones. Then, in the fall, he refinanced the conventional loans with the money lenders' money. Also during the summer and fall of 1958, the SEC says, he made similar deals for all the unencumbered stock of Jacobs' subsidiaries.

Mr. Guterma admits he pledged his stock for loans, but denies any intention to default. The SEC says it's already happened and that, in fact, one of the money lenders involved had an order in with his broker to sell 33,000 shares of Jacobs stock at the time the SEC suspended trading.

The two money lenders named in the SEC complaint are Abdulla Zilhka of Paris, France, doing business through UFITEC, described as a Swiss trust headquartered in Zurich, and Jerry

Grounded • Alexander L. Guterma, Mutual president, was still flying high when this picture was made last October. The plane, a luxurious Convair, was named "Miss Bocaren" after his children: Bobby (Bo), Carol (car) and Karen (en). Last week Mr. Guterma was brought at least temporarily to earth by an injunction action filed in federal court by the Securities & Exchange Commission.

*Mr. Guterma's own description of himself, which first appeared in a business paper interview after a reporter asked him to describe why F. L. Jacobs had been so successful. Mr. Guterma replied, "because it's run by a goddam genius." BROADCASTING detailed this anecdote in an exclusive story on Mr. Guterma Sept. 22, 1958.

Pressman, doing business as the Silver Co.

All in all, the SEC says that about 45,000 shares of pledged stock have already been sold by the money lenders. If true, and as there have been no registrations filed, the SEC thinks the investing public (specifically whoever bought the 45,000 shares) was duped.

The Mysterious 'Conficor' • A third charge in the SEC complaint is that Jacobs loaned approximately $1.5 million to a company called Conficor, which the SEC thinks Guterma controls. The complaint says he first refused to discuss Conficor with the SEC but later admitted he was a bondholder (to the extent of several hundred thousand dollars) but didn't "believe" he was a stockholder.

Mr. Guterma issued a statement refuting the SEC charges. He said he had furnished all the informaton that the SEC asked for last Wednesday, the day the complaint came out. While acknowledging the interview with Mr. Guterma, Regional Administrator Paul Windels of the SEC was non-committal on whether he was satisfied with the information Mr. Guterma furnished. He felt the complaint, which followed the interview, spoke for itself.

Mr. Guterma further stated that "the precipitous action of the commission can have no effect other than to hurt the company and its stockholders. Moreover, much of the information in the press release of the commission is incorrect and inaccurate. No collateral pledged by the company has been sold because of a default in a company loan. . . . Neither the company nor anybody associated with it has distributed to the public company stock without registration."

He continued to "reiterate the company is in sound financial condition" and that an audit was expected from Ernst & Ernst "within the next few days."

Ernst & Ernst refused comment. On a previous occasion when Mr. Guterma asked further delay pending completion of the audit, Ernst & Ernst had told the SEC the books were not posted and ready for audit.

How Mutual Got Involved • Mr. Guterma started making his mark in financial matters shortly after he came to this country which he says was in 1950. It wasn't until last year, however, that he moved over into the entertainment field. That was when Scranton, an F. L. Jacobs Co. subsidiary, bought the Hal Roach Studios in Hollywood for a price reported "in excess of $15.5 million" (BROADCASTING, June 2, 1958). The SEC said last week that Scranton gave Roach 35,000 shares of Scranton stock.

At that time, Mr. Guterma was board chairman of F.L. Jacobs and still is. According to the SEC, Jacobs in May of last year owned 50.7% of Scranton while Mr. Guterma personally owned approximately 5%. Mr. Roach remained as president of Hal Roach Studios after the acquisition.

Then, in September, Scranton and Hal Roach bought Mutual from Armand Hammer and associates for a price reported in excess of $2 million (BROADCASTING Sept. 15, 1958). Mr. Guterma, who became president of Mutual while Mr. Roach became chairman, refused at the time to divulge purchase terms.

These terms came to light last week in SEC's records. Aside from detailing the actual arrangements, they offered a contradiction to the announced fact that it was Roach alone which bought Mutual. The terms specify Scranton and Roach together bought Mutual, but without detailing which of the two companies would own how much of the network.

These are the terms:

Scranton Corp., a subsidiary of Ja-

Mutual's mounting losses

It's been no secret that Mutual—not alone among radio networks—has been losing money. The extent of that loss, at least through July of 1958, is documented in papers now on record at the SEC. The data shows that Mutual sustained a loss of $790,088.08 for the period January-July 1958. Other reports, not detailed here, show that Mutual has a deficit of $341,004.91 at the beginning of 1957, and in the course of that year lost another $738,742.39. Putting the deficits together, the deficit as of July 31, 1958, amounted to $1,869,835.38.

MUTUAL BALANCE SHEET AS OF JULY 31, 1958

ASSETS

Current		
Cash in bank and on hand		$ 10,999.44
Cash in collateral account*		176,893.18
Accounts receivable		
Agencies*	$398,448.99	
Radio stations	192,568.80	
Other	19,681.12	
	610,698.91	
Less allowance for doubtful accounts	65,510.20	545,188.71
Prepaid expense baseball		70,000.00
Prepaid expense and sundry receivables		10,734.26
Total current assets		813,815.59
Total fixed assets—net		97,045.54
Total assets		$910,861.13

LIABILITIES AND CAPITAL

Current liabilities		
Accounts payable	$490,347.39	
Due to radio stations	108,119.52	
Baseball rights	110,500.00	
Accrued expenses and sundry payables	162,674.64	
Notes payable—bank*	350,000.00	
Total current liabilities		$1,221,641.55
Due to stockholders		1,389,403.55
Make good reserve		9,265.32
Reserve for contingencies		147,436.09
Capital stock		
Preferred stock—4% cumulative	5,450.00	
Common	7,500.00	12,950.00
Earned deficit at Jan. 1, 1958	(1,079,747.30)	
Loss Jan. 1-July 31, 1958	(790,088.08)	(1,869,835.38)
Total liabilities, capital stock and deficit		$910,861.13

* Bank loan of $350,000 is secured by the collateral cash plus agency and radio station receivables of approximately $174,000.
() Denotes red figures.

MUTUAL PROFIT & LOSS, JULY 1958 AND JANUARY-JULY 1958

	July	Jan.-July
Sales	$324,268.62	$2,145,778.43
Costs	274,117.68	2,025,109.09
Gross profit	50,150.94	120,669.34
Game of the Day		
Income	71,782.82	257,079.00
Costs	60,907.06	226,776.44
Gross profit	10,875.76	30,302.56
Total gross profit	61,026.70	150,971.90
Total operating costs	130,411.13	941,059.98
Loss	(69,384.43)	(790,088.08)

() Denotes red figures.

KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON/ **FM** On the Air in February

Estimated A, B Contours Approximate KRON/TV Coverage (FCC Standards)

Call KRON/TV Sales

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

Broadcast to a CONCENTRATED MICHIGAN AUDIENCE

WPON

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

The station serving

631,000 consumers

in

PONTIAC and Oakland County MICHIGAN

CONTACT
VENARD RINTOUL & McCONNELL, INC.

Associated with Lansing's

WILS
music news sports

cobs, and Hal Roach, a wholly-owned subsidiary of Scranton, would acquire all outstanding Mutual stock (1,100 shares of no par value stock, 272½ shares of $20 par value preferred stock) from Armand Hammer. They would give Mr. Hammer in exchange 20,000 shares of $1 par value Scranton stock plus $650,000, of which $250,000 was to be paid in cash at closing plus the balance of $400,000 in 72 promissory notes.

Mr. Hammer in turn agreed to obtain cancellation of a voting trust agreement relating to the Mutual shares and to give Scranton and Hal Roach loans receivable from MBS which totaled $1,389,403.55.

The 72 promissory notes were in amounts of $7,500 and $5,500, payable two each month beginning Oct. 9, 1958 and continuing for a period of 35 months, plus interest of 5% per year. However, Mr. Hammer had the option of taking Scranton stock in lieu of cash prior to the maturity of any of the notes, in the amount of 350 shares for each $5,500 note and 375 shares for each $7,500 note.

Contacted by BROADCASTING last Thursday, Mr. Hammer said that the terms of the sales agreement had been carried out to date, but he would not specify whether he has been getting cash or Scranton stock as the notes came due. He did say that he still holds the 20,000 shares of Scranton he got initially.

The Mutual sale agreement was stamped in at the SEC Dec. 5, the same day F. L. Jacobs stock was suspended from the New York Stock Exchange.

Who Owns Mutual? • Among the many questions left unanswered by last week's development, and which the government hopes to have answered when Mr. Guterma goes into court this Thursday, is one of special interest to broadcasters. Who owns Mutual?

Before the SEC's files turned up the terms of last September's sales agreement, everyone assumed it was Hal Roach Studios. It's now apparent that that was only partially correct, as Scranton also shares in this ownership directly, not just through Roach.

Who owns Roach? It seems that Scranton does. But who owns Scranton? No official outside those firms could tell you. All the transactions have not been filed. On the surface, at least, F.L. Jacobs is credited with roughly half ownership. But as Mr. Guterma admits that all his stock in Jacobs has been pledged as collateral on loans, and as the SEC charges that some of that pledged stock has already been sold, but nobody knows to whom.

Another element in the question is the new possibilities involving Armand Hammer's sale of Mutual itself. The stock that Mr. Hammer received was in Scranton. Scranton has at least some share of Mutual directly. It appears Mr. Hammer's cleavage from MBS may not have been complete.

LATEST RATINGS

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for 2 weeks ending Jan. 10

TOTAL AUDIENCE

Rank		No. Homes (000)
1.	Rose Bowl Game	21,956
2.	Gunsmoke	18,920
3.	Sugar Bowl Game	17,776
4.	Wagon Train	17,688
5.	Have Gun, Will Travel	16,236
6.	Perry Como Show	15,796
7.	Rifleman	15,708
8.	Tournament of Roses	15,532
9.	World Champ. Pro-Football	15,488
10.	Maverick	15,312

Rank		% Homes
1.	Rose Bowl Game	50.6
2.	Gunsmoke	43.7
3.	Sugar Bowl Game	41.1
4.	Wagon Train	40.9
5.	World Champ. Pro-Football	39.7
6.	Have Gun, Will Travel	37.6
7.	Rifleman	37.4
8.	Perry Como Show	36.6
9.	Maverick	36.5
10.	Tournament of Roses	36.2

AVERAGE AUDIENCE

Rank		No. Homes (000)
1.	Gunsmoke	17,820
2.	Have Gun, Will Travel	15,532
3.	Wagon Train	14,784
4.	Rifleman	14,696
5.	Rose Bowl Game	14,652
6.	Danny Thomas Show	14,212
7.	Tales of Wells Fargo	13,684
8.	Real McCoys	13,420
9.	Wyatt Earp	13,288
10.	Maverick	13,244

Rank		% Homes
1.	Gunsmoke	41.2
2.	Have Gun, Will Travel	35.9
3.	Rifleman	35.0
4.	Wagon Train	34.2
5.	Rose Bowl Game	33.7
6.	Danny Thomas Show	32.8
7.	Real McCoys	31.9
8.	Tales of Wells Fargo	31.7
9.	Maverick	31.6
10.	Wyatt Earp	31.4

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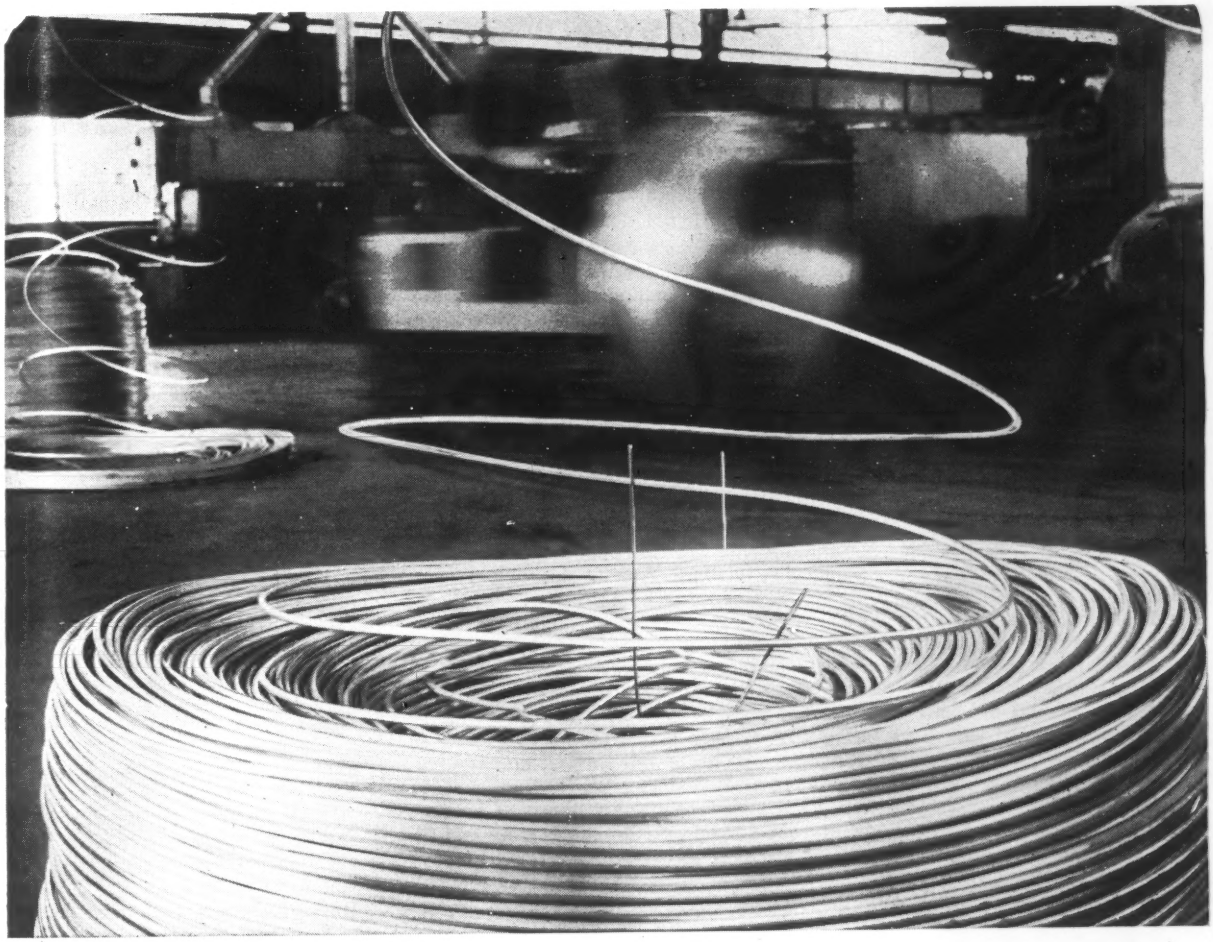


TAMPA - ST. PETERSBURG

...market on the move!

Aluminum rod coils into the air — guided and sped through processes that draw out wire for important, multiple nation-wide uses. General Cable Corporation is one more example of progressive industry on the move in the MARKET ON THE MOVE . . . TAMPA — ST. PETERSBURG . . . contributing to the amazing business growth that's put the Twin Cities of the South in THE TOP 30 MARKETS—now 30th in retail sales, 4th nationally in freight car unloadings, 27th in automotive sales.

And, keeping pace with this growth is the station on the move—WTVT—first in total share of audience* with 30 of the top 50 programs*. WTVT, with highest-rated CBS and local shows, blankets and penetrates the MARKET-ON-THE-MOVE . . . TAMPA—ST. PETERSBURG.

*Latest ARB

station on the move...

WTVT

TAMPA - ST. PETERSBURG

CBS **Channel 13**

The WKY Television System, Inc.

WKY-TV	WKY-RADIO	WSFA-TV
Oklahoma City	Oklahoma City	Montgomery

Represented by the Katz Agency

'SINGLE RATE' ISSUE GETS UP STEAM

Advertising agency interest heightens as three snap into action

The issue of single rates—as distinguished from the two-rate system of local and national—is gathering momentum on Madison Ave.

But just where it will go was anybody's guess last week. Agencies queried about the situation admit it is to their interest and at least three agencies are doing something about it.

• N.W. Ayer & Son is undertaking a personal survey of stations in major markets asking for clarification on which rate is charged what advertiser and why. For the task, the agency has a force of 22 media men out in the field.

• Benton & Bowles via Lee Rich, vice president in charge of media, publicly revealed its push for a single tv rate (BROADCASTING, Feb. 9).

• Mogul, Lewin, Williams & Saylor has sent a letter to a selected list of stations seeking various data including information on the local and national card rate.

But there were signs in the minds of many that a blanket single-rate policy is not the answer. MLW&S, for example, from where it sits, views the single rate as a possible boomerang. The agency counts a number of retailers on its client list.

Storz Stand • A station spokesman—George W. Armstrong, executive vice president of the Storz Stations and general manager of WHB Kansas City—warned a New York audience of timebuyers and station representatives that it made little difference whether a station adopts one rate, two rates, a local, regional and national rate or "five different cards." The solution as he sees it: Disclosure of all rates affecting all categories of advertisers and a published, clear, realistic definition as to the categories of advertisers entitled to the local rate and those who must pay the national rate, and insistence that advertisers in each category will be treated in like manner with no discrimination.

Support for the single-rate movement, meanwhile, was given tacitly if not outspokenly in every case by leading agency executives and buyers assembled by WPTR Albany, N.Y., at a luncheon held in New York Monday (Feb. 9) to announce WPTR's move to put a single rate into effect (BROADCASTING, Feb. 9.)

The one-rate idea appeared to have the support of the entire group, which included James Wilkerson, vice president, and Warren Bahr, Associate media director, Young & Rubicam; Phil Kenney, vice president, Kenyon & Eckhardt; Mike Donovan, vice president and associate media director, Benton & Bowles; Harry D. Way, vice president and media director, and Bill Hunter, media group supervisor, Erwin Wasey, Ruthrauff & Ryan; Ed Fleri, spot coordinator, and Hope Martinez, spot timebuyer, BBDO, and Edna Cathcart, timebuyer, J. M. Mathes, Inc.

BBDO Delight • Mr. Fleri said he was "delighted" to see local and national rates equalized. BBDO has one client that buys locally, with the agency selecting the stations and the client's distributors doing the buying, he said, but he noted that BBDO has an agreement whereby it gets its commission.

Another agency was described by others as less fortunate. While it does the work for a client that buys locally, this agency was said to get only 7½% commission in such cases instead of the usual 15%.

Miss Cathcart, like Mr. Fleri, said she'd be "very happy" if all stations had a single rate.

Miss Martinez made the point that stations with different national and local rates have different conceptions of what is "national" and what is "local"—and that stations themselves should refuse to accept national business at local rates.

Duncan Mounsey, executive vice president and general manager of WPTR, said the adoption of a single rate reflected the station's decision to "base the rate on the value of our product, not what we think the traffic will bear." Actually, he said, the local rate has been coming closer and closer to the national rate through a series of local increases.

Mr. Mounsey, asserting that WPTR may have as much local business as all other radio stations in the area combined, said he was confident this business would not be seriously endangered by the increased rate. He said a number of advertisers already on the station are buying the time even though they are aware that WPTR's coverage far exceeded the area they serve.

Robert E. Eastman, whose firm is WPTR's national sales representative and who has other stations which recently adopted the single-rate policy, stressed the importance of such a policy and named Baltimore, Boston, Pittsburgh St. Louis, "to name a few" as "one-rate markets."

A Cunningham & Walsh media executive said his agency was watching the controversy closely, that the agency has much concern with rate structures and the effect on clients. The agency,

The single idea is the single rate • That's why WPTR Albany, N.Y., was host to New York agency executives in Gotham last week. Those attending included (l to r) Phil Kenny, vice president, Kenyon & Eckhardt; Duncan Mounsey, executive vice president-general manager, WPTR; Mike Donovan, vice president-associate media director, Benton & Bowles; Ed Fleri, radio-tv spot supervisor, BBDO, and Edna Cathcart, radio-tv timebuyer, J. M. Mathes Inc.

BIG 11 REACH

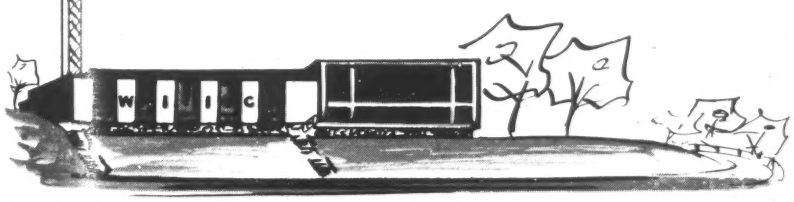
Participation in three key ½ hours one week, alternating with three other key ½ hours the next week to give the participating advertiser exposure in six different shows (Class AA and A time) every two weeks.

3—Minutes per week . . $1200
3—CB per week . . . . . $ 900

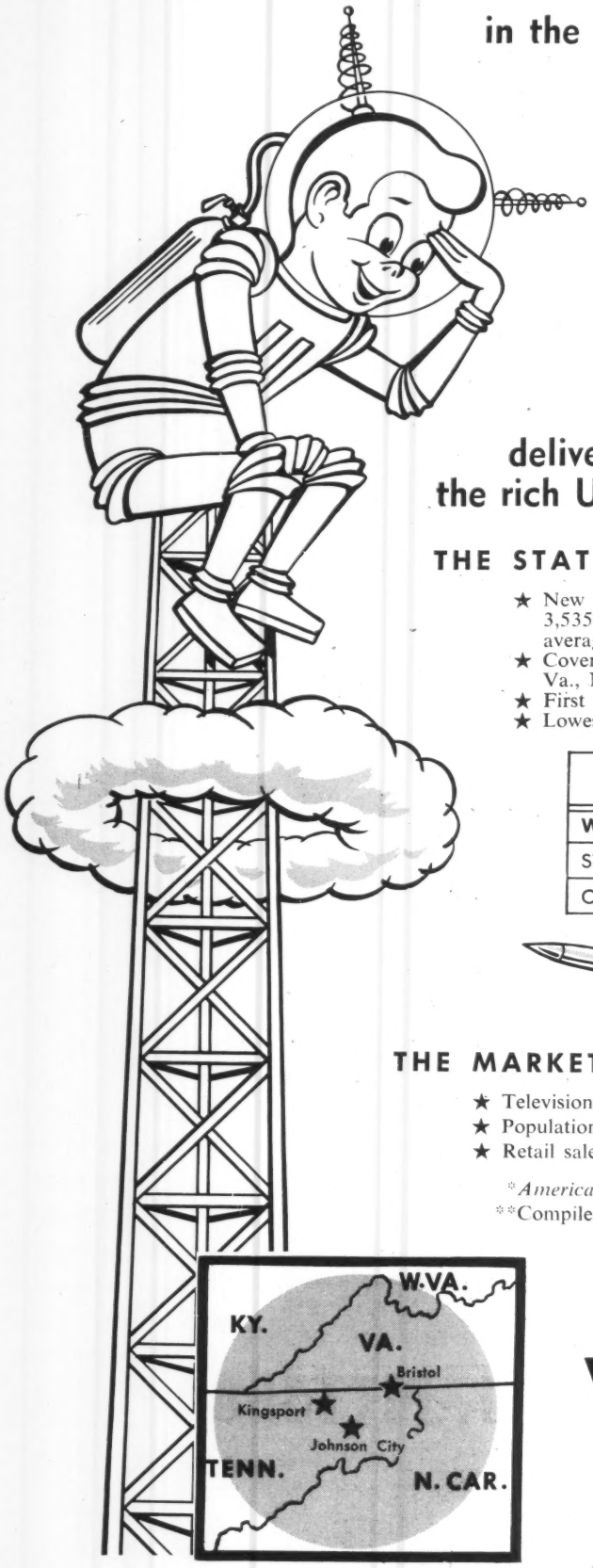
WEEK A	WEEK B
Mon. 10:30 P. M. DIAL 999	Mon. 7:00 P. M. WHIRLYBIRDS
Tues. 7:00 P. M. HIGHWAY PATROL	Wed. 10:30 P. M. TARGET
Sat. 7:00 P. M. HONEYMOONERS	Fri. 7:00 P. M. UNION PACIFIC

The November ARB gives the six BIG 11 REACH shows a two-week cumulative rating of 85.2. This figures to a weekly average of 42.6 average rating. ARB shows non-duplicated reach for these programs of 50.2 homes one or more times.

WIIC CHANNEL 11, PITTSBURGH



REPRESENTED NATIONALLY BY
BLAIR-TV



in the sky . . . 2/3 of a mile high

NEW WJHL-TV TOWER

delivers 50% more coverage in the rich Upper East Tenn. trading area

THE STATION

★ New TOWER . . . 1,491 feet above average terrain . . . 3,535 feet above sea level. (Old Tower was 720 feet above average terrain . . . 2,630 feet above sea level.)
★ Coverage in 76 counties in Tenn., Va., No. Car., Ky. and W. Va.
★ First in audience (ARB) in Tri-Cities, total 55.0%
★ Lowest cost per 1,000 homes

	MON.-FRI. NOON-6	MON.-FRI. 6-MIDNIGHT	SIGN-ON TO SIGN-OFF
WJHL-TV	68.4	48.7	55.0
STATION "A"	24.8	45.3	39.5
OTHERS	6.8	6.0	7.0

THE MARKET

★ Television homes . . . 371,274*
★ Population, coverage area . . . 2,284,000
★ Retail sales, coverage area . . . $1,602,865,000.00**

*American Research Foundation Report, March, 1958
**Compiled from data from *Sales Management*, 1958

TRI-CITIES TV
JOHNSON CITY • KINGSPORT • BRISTOL

WJHL-TV

Channel 11 • 316,000 Watts
CBS • ABC
JOHNSON CITY, TENNESSEE

he said, feels the broadcast rate might "find its own level" because of the current discussion on the subject. He referred also to the effect on agency commissions, which he labeled as "still another area to be explored."

Ayer Details • N. W. Ayer's move on behalf of all its air clients was detailed by Leslie D. Farnath, vice president in charge of the media department. Mr. Farnath said the agency wanted to get a "clear and precise definition" of advertiser qualifications for local and national rates in both radio and tv and "why."

But he cautioned, the agency was not "arm twisting." Rather, N.W. Ayer feels stations ought to have "good reasons" for having dual rates along with "good definitions."

The Ayer survey strategy: first 50 markets with eventually the top 75 markets covered. When the media team gets through in the field, the agency will tabulate results.

Falls Flat • This national fan-out was ordered by Ayer's media department when a questionnaire sent to stations a few months ago fell "flat on its face." Answers were hard to come by. That letter, it was learned, dealt with an Armour Co. (Ayer client) plan to embark (through its processed meat division) on an extensive local advertising campaign in selected markets. Ayer asked what rates would be applicable to Armour and how the business would be handled for the advertiser to qualify "for any existing variations from your national rate."

Mogul has a substantial lineup of retailers on its client list, including Barney's Clothes, Rayco Mfg. Co., National Shoes Inc. and Howard Clothes, all of whom are active radio-tv advertisers. The agency, however, also represents a sizeable number of national accounts that invest in radio-tv, such as some products of Revlon Inc., Esquire Shoe Polish, Gold Medal Candy Corp. and Tintex Co.

Mr. Dunier is adamant that "many retailers would not be in radio if it were not for the local rate." He conceded there are a "few" stations which have a "realistic" single rate structure under which retailers could use the broadcast media "without prejudice."

The letter sent out last week by MLW&S requested the following: a current program log, a local retail rate card, a national rate card, merchandising plans available, coverage map, and other local market data.

Mr. Armstrong and Mr. Rich appeared at a timebuying and selling seminar luncheon Tuesday (Feb. 10) given in New York by the Radio Television Executives Society.

Mr. Armstrong said the Storz Stations nearly a year ago adopted, published and circulated a definition for both local and national advertisers using the stations. In essence, it defined a local advertiser as a retailer advertising his own place of business and service and not featuring a product for sale, with commercial material prepared locally by himself, a local agency or the station. All other advertisers are defined as national and pay that rate.

Rich Is Sorry • Mr. Rich said he wished to commend all radio stations which have issued public statements on their rate policies but was "sorry to see no tv stations" doing the same. He outlined Benton & Bowles' experience with its survey of stations on the local vs. national rate (details in BROADCASTING, Feb. 9) and warned that stations granting lower rates to non-retail advertisers were "creating a new and far more gigantic problem among the national advertisers and their agencies, who provide, in most instances . . . the largest portion of their revenue."

Mr. Rich said the stations were creating doubts among advertisers as to the value of a "particular advertising vehicle" as related to competing advertisers. He cautioned that these doubts in turn are creating "an unwholesome and dangerous spirit of distrust and suspicion."

Publishing Need • Labeling the granting of lower rates as "rate cutting," Mr. Rich called for publication of rate differentials which clearly define "what particular kind of advertiser or agency qualified for these lower rates." From there, he indicated, it was up to the buyer.

He felt that continuation of differentials in rates without definition would create negotiation with individual stations for the best deal rather than on a national basis, exclaiming "tv is the greatest medium in the world; let's not do anything to kill it."

First (pitch) lady

Lever Bros. is seeking Mrs. Franklin D. Roosevelt, widow of the 32nd President, to appear in tv commercials, on behalf of the company's Good Luck margarine. A few commercials already have been filmed by MPO Productions, New York, but have not been committed for tv. Ogilvy, Benson & Mather, N.Y., Good Luck's agency, said last week Mrs. Roosevelt had not yet accepted Lever's offer and that anything done must be approved by Mrs. Roosevelt. The completed "study" commercials are said to be 20- and 30-second messages. Mrs. Roosevelt's name in the past has been connected with Sonotone hearing aid print advertisements but not with any tv commercials.

Mixed emotions greet single rate in Chicago

What do Chicago agencies feel about the move for a single rate card for all advertisers—national and local, or about the desirability of reclassifying rates as retail and general?

Reaction might well be termed mixed, on the basis of views expressed last week at a closed meeting of Chicago Agency Media Group, a new organization comprising time and space buyers.

Panelists at the dinner meeting, held at Chicago Federated Adv. Club headquarters for about 50 buyers last Wednesday, included William C. Goodnow, station manager of WISN-TV Milwaukee; Louis A. Smith, manager of midwest tv sales, Edward Petry & Co., station representative; Jake Sawyer, partner in Sawyer-Ferguson-Walker, newspaper representative; Charles Buddle, vice president in charge of Chicago office of J. P. McKinney & Son, newspaper representative; John W. Moffett, vice president and advertising director, *Minneapolis Star & Tribune;* and Hal Holman, head of Hal Holman Co., station representative. Reg Dallow, media director of Grant Adv. Inc., Chicago, was program moderator. Harry C. Pick, formerly media director of Reach, McClinton & Pershall, is CAMG president.

Panelists expressed these views: (1) national advertisers are inconsistent and can't be relied on for regular business in any one medium; (2) national advertisers do not seem to respond to past efforts for building a discount structure parallel to local rates; (3) local media needs local business as a base, even though national business represents a major portion of all income.

Station owners and newspaper publishers should operate more closely with their representatives to avoid conflict between national sales representatives and station and newspaper sales representatives, panelists felt. They also indicated there may be some justification for two rates—national and local—but no more. Possibility of reclassifying local and national rates as retail and general also was explored by the panel as an alternative to single rates.

Among recommendations, radio, tv and other media were encouraged to formulate written statements outlining "who qualifies for each rate," and the basis for national rate figures. Agencies still are responsible, it was stressed, for getting the lowest possible rates for their clients and frankly have favored local rates for some advertisers.

ADVERTISING FINDS WASHINGTON

Government impact on industry seen first-hand at AFA meet in Capital

The organized advertising business discovered Washington last week.

For the first time representatives of media, agencies and sponsors met jointly in the nation's capital to take up the problem of government impact on advertising. The meeting attended by 200, was held on Feb. 9 under the auspices of the Advertising Federation of America.

An all-day session convinced AFA delegates that anti-advertising pressures are getting worse but they couldn't agree on methods of coping with the situation. The Federation is considering two approaches—a Washington listening-post or reporting service, and/or a legislative office. Mild efforts to raise funds from member associations have been futile.

Raised Eyebrow Rule • Conferees were surprised to learn from FCC Chmn. John C. Doerfer: "We regulate, frankly, by the raised eyebrow."

Anti-advertising legislation is becoming more of a problem every year, according to Rep. Bob Wilson (D-Calif.), partner in the San Diego, Calif., agency firm of Champ, Wilson & Slocum. He said there are signs that Congress will consider a tax on advertising.

Rep. Wilson caught AFA ears with the comment that "too often in the past Madison Avenue has had no direct route into Pennsylvania Avenue." He added, "There has been too much of a tendency on the part of advertising to think that Washington was a figment of somebody's imagination." Four different committee reports last year recommended federal restrictions on misleading advertising, he said.

While advertisers and media spokesmen testify at times on bills before committees, he said, this testimony "plays a minor role in the influencing of legislation" and "to depend solely on it for constructive results is often fatal." More important, he continued, are attitudes and opinions of constituents back home, helpful statistics and reliable information provided by groups and associations, and constructive, intelligent lobbying—"political facts of life that the advertising profession evidently has chosen to ignore."

Chairman Doerfer implied the Commission uses the raised-eyebrow technique to offset its lack of censorship powers under the Communications Act. He said revocation of license has rarely been employed because the penalty is out of line with the type of penalty a court would impose.

Madison avenue sets foot on Potomac shores • FCC Chairman John C. Doerfer (top, right) was all ears at Advertising Federation of America mid-winter conference as John P. Cunningham, chairman of Cunningham & Walsh, explained his proposal for 24-hour-a-day educational tv service.

Trade Policing • The NAB radio standards and tv code "are about as close as you can get to government sanctions," the chairman explained, commending their provisions.

Commenting on the NAB's recent tv code action barring portrayals of professional people by actors in medical commercials, he said he wasn't sure the association had acted wisely in leaving the problem of portrayals by authentic practitioners up to their own professional organizations. The chairman feared that abuses by professional people performing on commercials might set off corrective action by legislative bodies.

Chmn. Doerfer conceded FCC receives a relatively small number of public complaints against broadcasters. He said these are filed in station dockets and referred to the licensees for their own version. A licensee's answer, or failure to answer, goes into the file and is considered at renewal time.

Both Chairman Doerfer and Chmn. John W. Gwynne, of the Federal Trade Commission, explained how the agencies have an interchange arrangement on complaints. FTC automatically refers appropriate complaints from its broadcast monitors and the public to the FCC, which in turn puts them in station files even if they are crank letters. When the matter of the merit of complaints was raised, Chmn. Doerfer offered his "raised eyebrow" observation. He added that a broadcaster is worse off if he makes a false reply to the FCC than if he says he is sorry and won't do it again.

Legislator Wants Lobby • Rep. Wilson asked AFA delegates why the advertising profession "has chosen to ignore the political facts of life." He said it is "shocking that no bonafide staff is working in Washington in the broad interest of advertising."

"How many people represent advertising here?" he asked. "The appalling answer is zero. Nobody seems to care. Only 5% of the nation's trade associations have representation in Washington compared with nearly 90% of the unions."

John P. Cunningham, chairman of the board of Cunningham & Walsh, called for 24-hour-a-day educational tv service but wasn't definite about ways this could be accomplished (BROADCASTING, Feb. 9). He said too many commercials are repetitive and silly, and

contended the air is overloaded with westerns and giveways—"too much pallid programming, not enough cultural fare." His suggestion that Congress should be televised regularly brought from Rep. Wilson the thought that attendance of representatives and senators at sessions would rise sharply.

"Uhf seems to be slowly passing away," Mr. Cunningham said, pointing out that only 8% of sets produced include uhf tuners.

Community Plan • Morton J. Simon, of the Philadelphia bar, said other areas should fight anti-advertising legislation by the Community Action Plan employed in Baltimore to defeat that city's advertising tax.

John J. Ryan, AFA counsel, said there has been a continuing government attack on advertising in the last year. He claimed the Internal Revenue Service had upset a 35-year precedent by imposing excise taxes on co-op advertising allowances (BROADCASTING, Dec. 29, 22, 1958). He warned there is a move inside the government to disallow expenditure for institutional advertising as a business expense. Already IRS has issued a proposed rule disallowing advertising expenditures for lobbying and political purposes—"a murderous weapon against institutional advertising."

Harold T. Swartz, IRS assistant commissioner, reviewed recent revenue rulings but he did not touch on the co-op advertising ban effective Feb. 1.

AD PUNCH CUT? 'Two channel' dirge sung by ABC duet

The importance to our economy of creative advertising and the impediment presented by "two-channelitis" were to be discussed by AB-PT President Leonard Goldenson and ABC-TV President Oliver Treyz at the Birmingham (Ala.) Ad Club last Saturday (Feb. 14). It was the club's annual creative advertising awards presentations.

Mr Goldenson stated that increased productivity of American industry "must be matched by equal creativeness by business executives and the advertising men and women who will market and sell these products." Otherwise, he said, mass marketing will be impossible and production costs too high for the average consumer.

Mr. Treyz concentrated on the harmful effects of limiting certain markets to two commercial channels. He said such communities, primarily in the South, lose the benefits of free competition among the three networks which has made improved programming available elsewhere, even in smaller markets. He asserted that both local and national advertisers suffer.

The solution he offered was relaxation of FCC rules on mileage separation between stations so that deprived communities can add another vhf outlet. Mr. Treyz maintained that directional antennas and precise carrier offset (a new engineering device) would protect existing tv service.

Mr. Treyz told his Birmingham audience that they and their fellow citizens were deprived of many national network programs, including those of CBS-TV and NBC-TV as well as ABC-TV.

In January, Mr. Treyz said, the three networks broadcast 25 special telecasts, but only 16 were seen in Birmingham. Among the missing were a report from Red China, a documentary on Chinese infiltration in Southeast Asia, an examination of the new Congress, Leonard Bernstein's young people's concert, Bob Hope's film show from Moscow, the *Meet the Press* interview with Anastas Mikoyan.

"If a tv set is worth $300 in Boston," said Mr. Treyz, "it is worth only $200 in Birmingham." He said it was important that the people of Birmingham understood the facts of the tv station shortage. "Having possession of these facts," he said, "you can determine for yourselves what action is required."

The Washington touch • Advertisers should recognize the importance of Washington in their business, Rep. Bob Wilson (R-Calif.), of Champ, Wilson & Slocum, San Diego agency, told Advertising Federation of America last week. L to r: John W. Gwynne, chairman, Federal Trade Commission; Rep. Wilson, and veteran agencyman Fred B. Manchee, executive vice president-treasurer, BBDO.

REGAL MOVE 'Cash and credit' tv brings in the gold

A 16-month-old firm, Regal Advertising Assoc. Corp., New York, held open house last week to celebrate its move to headquarters in the new skyscraper at 575 Lexington Ave.

Appropriately the building is the color of what Regal says it is mining out of television: gold.

Regal specializes in the trade-off of film product to tv stations in exchange for time which the company then sells to advertisers. Company officials do not use the term "barter" because of the connotation it has acquired in television. Regal calls its operation "cash and credit."

Charles Weigert, vice president-general manager, and Sidney Barbet, vice president, who with Stanley Grayson, director of station relations, operate the firm, predicted last week that by the end of 1959 Regal's "inventory" or bank of tv time will be worth some $20 million. Currently the time storage is at the $8 million mark—the dollar figures representing the value of the time at the end rate (what it would cost the advertiser after all possible station discounts).

Regal caught the spotlight nearly a year ago when Silf Skin (girdle) was

Polls Apart

42 per cent more

audience per commercial minute than any other network. That's how the CBS Radio Network rates when Nielsen Radio Index "polls" the *nationwide* radio audience (averaging over 16 straight months).

226 out of 237

quarter-hour wins for CBS Radio programs. That's what happens when The Pulse reports on the *big city* audience (1958 average: all quarter-hours in which programs of CBS Radio and those of at least one other network competed in 10 or more of the 26 top markets).

8 out of 11 firsts

for CBS Radio Network shows in the 11 program categories voted on by 465 *critics and editors* in the Radio-Television Daily annual poll. And they named so many other CBS Radio programs as runners-up that the total number of honors for this network in these categories surpassed that of the three other networks *combined.* (What's more, CBS Radio personalities comprised *four of the five* choices for "Radio Man of the Year": Edward R. Murrow, Arthur Godfrey, Art Linkletter, Mitch Miller.)

CBS Radio Network programs honored in 11 categories:

DRAMATIC SHOW OF THE YEAR
(three out of five)
GUNSMOKE*
SUSPENSE
JOHNNY DOLLAR

COMEDY SHOW OF THE YEAR
(three out of five)
AMOS 'N' ANDY*
THE COUPLE NEXT DOOR
HOUSE PARTY

MUSICAL SHOW OF THE YEAR
(three out of five)
NEW YORK PHILHARMONIC*
METROPOLITAN OPERA
CHRISTMAS SING WITH BING

COMMENTATOR OF THE YEAR
(three out of five)
EDWARD R. MURROW*
ERIC SEVAREID
LOWELL THOMAS

DOCUMENTARY OF THE YEAR
(four out of five)
WHO KILLED MICHAEL FARMER?*
THE HIDDEN REVOLUTION
P. O. W.—A STUDY IN SURVIVAL
RADIO BEAT

QUIZ SHOW OF THE YEAR
(one out of two)
SEZ WHO!

BEST NEW PROGRAM IDEA
(two out of four)
HAVE GUN, WILL TRAVEL
MASLAND RADIO COLOR ROUNDUP

SPORTSCASTER OF THE YEAR
(two out of five)
PHIL RIZZUTO
FRANK GIFFORD

BEST TRANSCRIBED SERIES
(one out of four)
AMOS 'N' ANDY*

BEST PUBLIC SERVICE PROGRAMMING
(four out of five)
FACE THE NATION*
P. O. W.—A STUDY IN SURVIVAL
WHO KILLED MICHAEL FARMER?
THE HIDDEN REVOLUTION

VARIETY SHOW OF THE YEAR
(three out of five)
MITCH MILLER SHOW*
ROBERT Q. LEWIS SHOW
ARTHUR GODFREY TIME

**Winner in category*

YET THEY ALL

No matter which sample you use—nationwide audiences, big city listeners, critics—the answer comes out the same. CBS Radio Network programming and personalities win all the polls, hands down—year after year.

And the new Program Consolidation Plan, with virtually all of these favorites and many more, means even stronger audience leadership through: improved mood sequencing; CBS News every hour on the hour; uniform broadcast times; increased station clearances for advertisers.

The listeners, of course, are your customers. It's worth being where there are so many *more* of them. And where they like what they hear so much.

COME OUT THE SAME!...CBS RADIO NETWORK

"N," with no Navel,

Is unlike another.

We call it complete

Rejection of mother.

Frequently, of late, a great deal of mass media are being sold on the basis of psychological analysis of audience composition. Soap operas are said to appeal to the housewife taking her libido out for a trot. Some media claim they sell through reaching the mass id. Others use ego-gratification to capture audience.

Through it all, like a beacon, shines the good old idea of building a better mouse-trap. For more than 36 years, KHJ Radio, Los Angeles, has been baiting the trap with FOREGROUND SOUND. It beats cheese as our advertisers will readily testify. One thing is certain . . . a listener's conscious attention will sell more, more quickly, than anything else.

Whether the people you want to reach reject mother because of sibling rivalry, an Electra complex or a childhood trauma . . . in Los Angeles, FOREGROUND SOUND sells them all.

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.

in a two-way stretch between Grey Adv. and Regal Adv. The question then was which company—Grey is an advertising firm but Regal is a time trader—handled how much of what money Silf Skin was spending (BROADCASTING, March 17, 1958).

Regal still lists Silf Skin as one of its clients. The list, as issued by Mr. Weigert, includes Exquisite Form Brassiere Inc., Rokeach Food Products, Walt Disney toy licensees, Parry Labs (Myomist throat spray), U.S. Pharmacal Co. (Baby Sweet and Soothene) and Lamour hair products.

Regal employs 26 people and is exploring arrangements in radio similar to its tv trades. In tv, Regal claims to be doing business with 122 stations in 102 markets, feels it will stick with those markets but has an eye on extending the number of stations.

Mr. Weigert says Regal gets its profit margin by buying film product in volume and at a lower cost than an individual station would pay and can offer time to clients at a cost a little below that which the station would charge. The Regal management says it gets first-rate product from all sources and where a film company does not deal with the trader, finds a way to get around it. ("We pay the station the full price it paid for the film and take the equivalent in time.") Film includes syndicated half-hour series and features as well. (Mr. Barbet says Regal owns a package of 35 feature films.)

As for radio, Regal in "about 45 days" will be in 36 markets on the "first or second station in the market." Product for this phase of the operation: *The Big Sound* (known personalities in tapes 6-20 seconds long for use in station breaks, household hints, sport, time and temperature information, introductions, etc.) and jingles, all produced by Richard Ullman in Buffalo. Regal has animated series, *Colonel Bleep*, from Ullman for its tv operation, now has *Bleep* in 50-60 markets.

And that's not quite all.

Regal says it can supply nearly anything in trade for time. Among its services (all for time): billboards, carcards, station equipment and automobiles. Not to miss a bet, Regal has $100,000 in due bills (European trips, hotel reservations, etc.) representing credit over a two-year period which it supplies to clients as a service.

WIN 'EM, WOO 'EM

Involvement is part of successful tv spots

In-program commercials and spots present such "sharp technical and philosophical differences" as to make one believe that "maybe they aren't the same thing at all," Howard Gossage, told the Hollywood Advertising Club last Monday (Feb. 9).

Mr. Gossage, partner in the San Francisco agency Weiner & Gossage, was the guest speaker at the club's first Tv-Radio Producers Award luncheon, preceding the presentation of awards to the creators and producers of radio and tv commercials judged as the best produced in Southern California during 1958 (BROADCASTING, Feb. 9).

Involvement • "In-program commercials, if correctly used, are advertising with a capital A—no matter how well integrated they are," Mr. Gossage said. "They operate generally under the same rules as apply to advertising in magazines or newspapers. Accordingly, they enjoy the one great plus that advertising, clearly marked, has to offer—time enough, opportunity enough, to involve the viewer and then keep him involved.

"Spots, on the other hand, aren't structurally speaking, advertising at all. They are *programs*; self-contained programs.

"The real difference between these miniature plays, musicals, information shows, and comedy bits and their non-advertising counterparts is not their duration, but the fact that a product is essential to the plot. So if we wish to involve the audience, it is better if we carry our story line through right to the end, integrating the commercial message as we go with no stopping half way and saying, 'But seriously' or 'That's right folks.' You'll find that is almost the quickest way to uninvolve an audience and lose it.

Small Detail, Big Plus • "The real

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Feb. 5-11 as rated by the multi-City Arbitron instant ratings of American Research Bureau.

DATE	PROGRAM and TIME	NETWORK	RATING
Thurs., Feb. 5	December Bride (8 p.m.)	CBS-TV	18.4
Fri., Feb. 6	Person to Person (10:30 p.m.)	CBS-TV	21.3
Sat., Feb. 7	Gunsmoke (10 p.m.)	CBS-TV	28.0
Sun., Feb. 8	Loretta Young (10 p.m.)	NBC-TV	22.8
Mon., Feb. 9	Lucille Ball-Desi Arnaz (10 p.m.)	CBS-TV	33.9
Tues., Feb. 10	Rifleman (9 p.m.)	ABC-TV	24.5
Wed., Feb. 11	Wagon Train (7:30 p.m.)	NBC-TV	28.7

Copyright 1959 American Research Bureau

WHAS-TV LOUISVILLE

IF IT IS *BIG* AND *IMPORTANT,* IT'S ON *WHAS-TV*

KENTUCKIANA'S MOST HONORED STATION!

As a member of society, WHAS-TV pulls out all the stops. Viewers have learned to expect the BIG effort from WHAS-TV.

Twelve national awards have been won by "Operation Cancer," "Inside Our Schools," "Crusade for Children" and the "Good Living-Maternity Series." A WHAS-TV cervical cancer series won McCall's top 1957 Award.

Special series on the state legislature, highway safety, atomic attack and local air power; weekly programs such as "According to the Law," "Let's Look It Over," "Lure of the Library" and "What's Your Question?"; documentaries on cancer, slum clearance, heart, blood and obesity . . . have convinced Louisville area viewers that if it is BIG and IMPORTANT, it's on WHAS-TV!

Your Advertising Deserves WHAS-TV Attention . . . with the ADDED IMPACT OF PROGRAMMING OF CHARACTER!

WHAS-TV
Fisbie
Foremost In Service
Best In Entertainment

WHAS-TV CHANNEL 11, LOUISVILLE
316,000 WATTS — CBS-TV NETWORK
Victor A. Sholis, Director
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

trick with spots, besides having an engaging and pertinent idea to start with, is injecting enough small detail to keep them interesting in spite of repetition.

"Undoubtedly the most important contribution you can make to any advertising you do is an innate confidence that there's somebody out there who is terribly interested. Someone who will catch every word, respond to every nuance. Strangely enough, it turns out there is. At first it's an act of blind faith to write or produce in this fashion. Then after a while you begin to feel about your audience as an actor must feel. I suppose it helps if you have a generous streak of ham in your make-up somewhere.

"And, like an actor, you are playing a role, the role of your client. And in doing so you give your client identity; he knows who he is in relationship to his previously faceless prospects."

Take a Chance • Audacity, in both programming and commercials, was highly recommended by several speakers during the morning clinic sessions on creativity and tv commercial techniques. Selig Seligman, ABC-TV vice president and general manager of KABC-TV Los Angeles, stated that it is a responsibility of management to imbue creative people in broadcasting with the desire to do something new and different and not eternally to play it safe by doing the same old thing over and over even if repetition achieves improvement in production.

Earl Klein, president, Animation Inc., expressed it this way: "You don't get a startling result when you play it safe. You've got to gamble if you want to hit the jackpot." And Ed Rich, recently in the London office of Erwin Wasey, Ruthrauff & Ryan, declared that in England "audacity really does pay off." With no program sponsorship permitted, all tv commercials in Britain are spots, he said, and these spots are broadcast in bunches, with perhaps a dozen spots running from seven to 30

Gossage: involve the audience

seconds each crowded into a three-minute period. In these circumstances, there's real competition to be different, to stand out and arresting techniques are essential to winning viewer attention and memory. One result, he reported, is that audience ratings actually rise during the commercial interludes.

Al Flanagan, vice president and general manager of KCOP (TV) Los Angeles, commented that an independent station sometimes has to be daringly different because it can't afford to compete with other stations in the purchase of syndicated film programs.

Humorous commercials, a highly controversial technique a few years ago, are now standard procedure, according to Maxwell Arnold, vice president, Guild, Bascom & Bonfigli. "The question is no longer should humor be used, but what kind of humor," he stated. But he warned that "it takes a real pro to write good humorous copy" and reported that GB&B employs copywriters who are experienced comedy writers and teaches them advertising, rather than teaching comedy writing to advertising men.

Humor Helps • Alan Alch, an alumnus of GB&B and of Freberg Ltd. who now has his own creative copy service, said that humor gives a commercial high initial interest and high memory value.

In an afternoon clinic session on media buying, Gene Duckwall, vice president of Foote, Cone & Belding, outlined a general theory of buying "directory" media, such as the Yellow Pages of the telephone book or specialized magazines or newspaper sections, for articles of high cost and infrequent purchase and therefore of high interest preceding the purchase, while using "intrusive" media, like radio and tv, for low-cost, low interest items purchased frequently.

David Fenwick, vice president, Robinson, Jensen, Fenwick & Haynes, accused broadcasters of trying to carry water on both shoulders when they set up rate schedules based on time segments but sell audience on the basis of ratings.

John Vrba, sales vice president of KTTV(TV) Los Angeles, predicted a trend toward buying big market coverage in tv, whether spot or network, this spring when the networks' "must buy" restrictions come to an end.

A Prof's Challenges • Leonard Freedman, head of the liberal arts dept., UCLA Extension, challenged four assumptions which he feels most tv advertisers make: that the American public is deaf and it's necessary to shout to put a message over; that Americans have no taste, so that any topic may be discussed in any living room at any time; that "we're a bunch of idiots" and that "we are a purely materialistic society, driven only by motives of acquisition of material goods."

Prof. Freedman suggested that the advertiser, who admittedly has a bigger influence on our society than the professor, ought also to assume some responsibility for raising the general standards so that "it will no longer be profitable to appeal to anything but the best taste, the highest intelligence."

Bob Hull, tv-radio editor of the *Los Angeles Herald-Express*, final speaker of the all-day clinic, asked that program commercials, particularly mid-program commercials, be keyed to the mood of the program and not permitted to destroy it and the viewer's enjoyment of the program with it.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 126,230,000 people in the U.S. over 12 years of age during the week Jan. 23-29. They spent:

2,118.4	million hours	Watching Television
1,036.8	million hours	Listening to Radio
456.0	million hours	Reading Newspapers
201.1	million hours	Reading Magazines
379.7	million hours	Watching Movies on Tv
100.6	million hours	Attending Movies

These totals compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly "Activity" report, from which these figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Tabulations are available from Sindlinger & Co. within two to seven days of the interviewing week.

(Copyright 1959 Sindlinger & Co.)

SINDLINGER'S SET COUNT: As of Jan. 1, Sindlinger data shows: (1) 113,297,000 people over 12 years of age have access to tv (89.8% of the people in that age group); (2) 43,977,000 households with tv; (3) 48,543,000 tv sets in use in the U.S.

• Business briefly

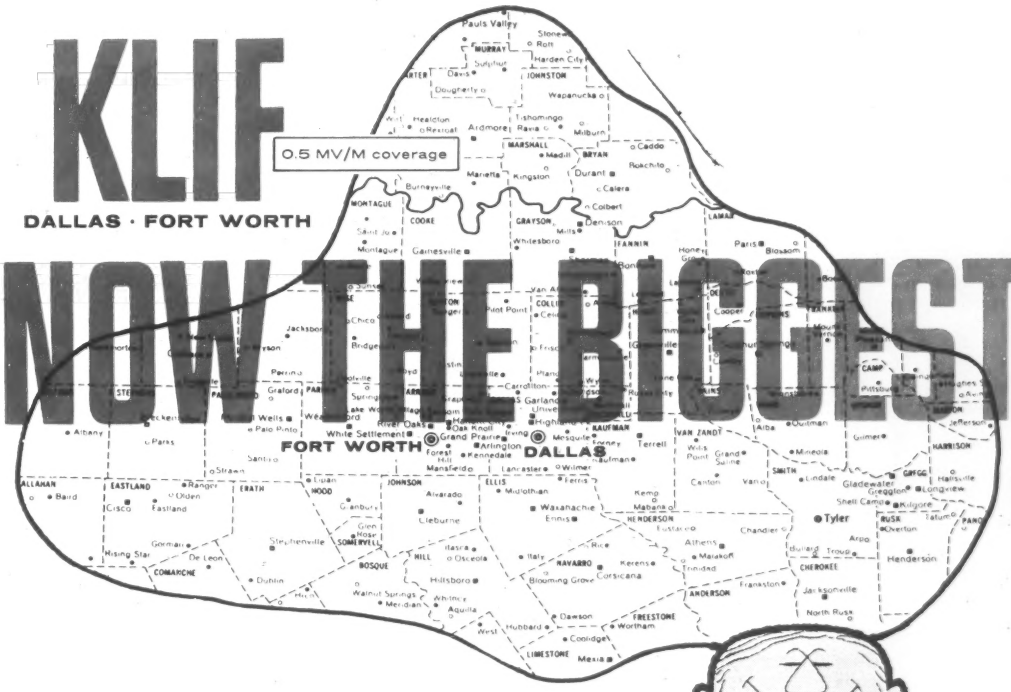
Time sales

• Brown Shoe Co., St. Louis, has signed singer Tommy Sands to a two-year $104,300 contract to advertise its

CONTINUED on page 45

KLIF

DALLAS · FORT WORTH

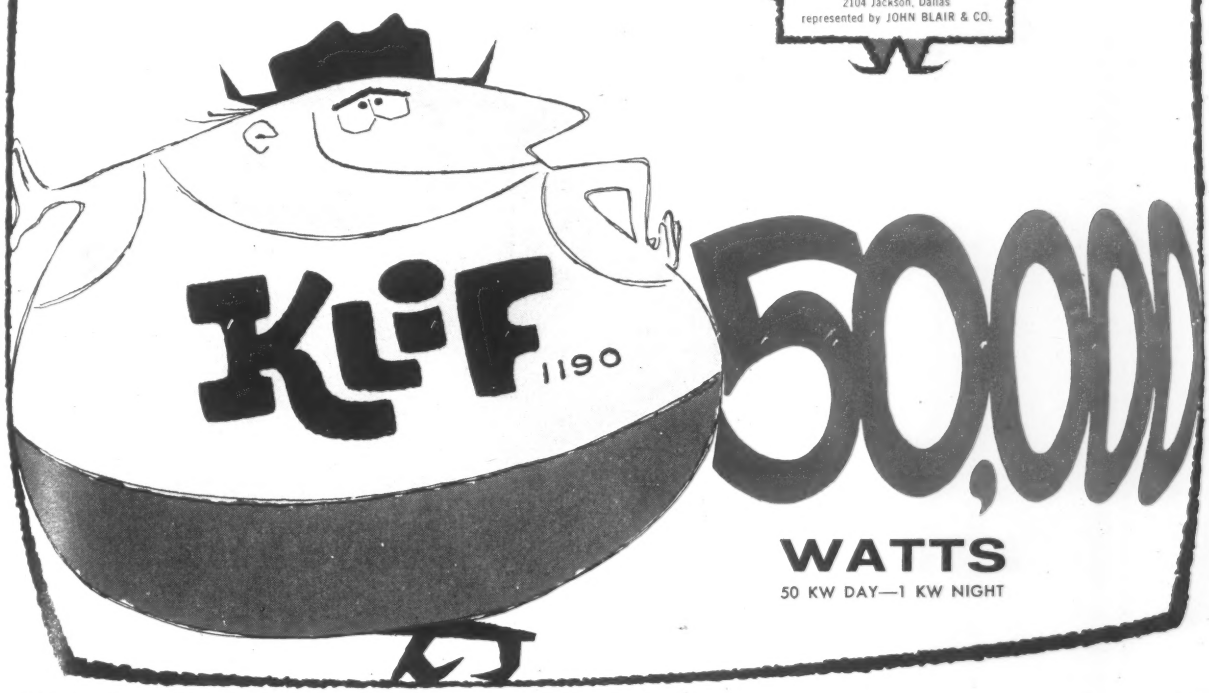


NOW THE BIGGEST

WITH ALMOST 2,000,000 FRIENDS

in its 72 county, half-millivolt area alone! First listenership reports, however, indicate that over three million people in Texas and Oklahoma are receiving KLIF's booming new 50kw daytime voice. More and more, KLIF has hitched its wagon to the Lone Star!

OTHER McLENDON STATIONS
KILT Houston
KTSA San Antonio
WAKY Louisville
KEEL Shreveport
Texas Triangle Office
2104 Jackson, Dallas
represented by JOHN BLAIR & CO.



THE STORY OF THE McLENDON CORP.

ON a bright Dallas afternoon in 1953, the telephone at KLIF was its usual busy self. One of the incoming calls was from Hollywood columnist, Jimmie Fidler.

"Listen, Gordon," said Fidler, "My fifteen-minute show is open in Dallas. How about it?"

There was a pause.

"We can't handle it as a fifteen-minute show, Jimmie," came Gordon McLendon's eventual response. "And I think you're going to have more and more trouble selling it that way. But we have an idea for you that we think will triple your sales. We want to buy the show, excerpt it into one-minute strips and use them as inserts in our newscasts."

The idea of columnist insertions in newscasts turned out to be another first for the booming Dallas independent. And it opened a whole new radio vista for Fidler and many others. Many industry observers credit KLIF in Dallas with more programming innovations than any other American radio station. It shows in the ratings, too. On January 19, 1959, C. E. Hooper, Inc., reported that KLIF's Hooperating of 49.5% mornings and 51.3% afternoons was the highest share of audience in America among the first twenty-five metropolitan markets.

Among other programming firsts generally attributed to KLIF: First use of production intros to newscasts, first full-scale use of mobile news units, first station to pay its disc jockies on ratings, first to use "News teasers", first station to originate nationwide "Game of the Day" broadcasts of Major League baseball, first with professional football's "Game of the Week", first to originate outright purchase of large jingle packages, first American radio station to operate from two different transmitter sites, et cetera. The list runs on and on.

B. R. McLENDON
Chairman of the Board

GORDON McLENDON
President

Behind KLIF since its beginning as a one-thousand watt daytime in 1947 are veteran Dallas showman Barton R. McLendon, and his son, Gordon B. McLendon, the latter frequently mentioned as a Texas senatorial or gubernatorial possibility.

On February 1, 1959, KLIF increased its daytime power to the allowable maximum—fifty thousand watts. The story of KLIF's rise from an obscure Dallas daytimer to national 50 kw prominence is a story of McLendon ingenuity and determination in four stages. The first stage was the original 1 kw daytime grant in 1947. The second stage came in the early nineteen fifties when KLIF, after long effort, gained FCC permission for fulltime operation. McLendon then applied for, and was granted, five thousand watts daytime and one thousand watts nighttime. That was the third stage. The new increase to fifty thousand watts daytime is the fourth stage. The fifth is coming. KLIF is preparing an application asking for 10 kw nighttime power.

It took McLendon daring and gamble to get the 50 kw permit. Protection problems, as well as population blanketing, made the daytime increase impossible from the station's present transmitter site.

KLIF
DALLAS

50,000 WATTS

50 KW DAY—1 KW NIGHT

THE NATION'S NUMBER 1 STATION IN THE FIRST 25 MARKETS ACCORDING TO C. E. HOOPER, INC.

TIME	KLIF Share of Audience
MONDAY THRU SATURDAY 7:00 A. M. — 12:00 NOON	49.5
MONDAY THRU SATURDAY 12:00 NOON — 6:00 P. M. December-January Hooper	51.3

"KLIF has more listeners than all other Dallas radio stations combined.

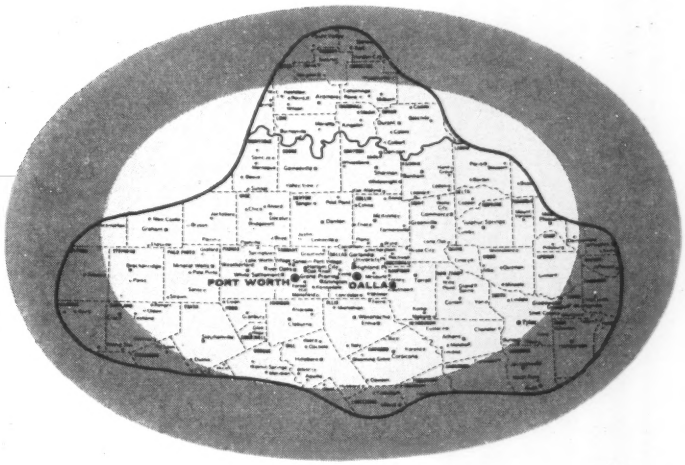
NORTH CORNER OF THE FAMOUS TEXAS TRIANGLE

OFFICE-2104 JACKSON, DALLAS. REPRESENTED BY JOHN BLAIR & CO.

FROM THE TOP OF THE DALLAS MARKET **KLIF** SAYS:

"HELLO DOWN THERE"

NOW KLIF 50 KW



You get top value for your advertising dollar when you get the top of the buying market... and that's what 50kw KLIF in Big "D" gives you. HOOPER'S 1958 OCTOBER-DECEMBER QUARTERLY COMPREHENSIVE SURVEY REPORT shows KLIF has more of the Dallas audience than all other Dallas radio stations combined!

DECEMBER-JANUARY HOOPER:

MONDAY THRU SATURDAY	SHARE OF AUDIENCE
7:00 a.m.—12:00 noon	49.5%
12:00 noon—6:00 p.m.	51.3%

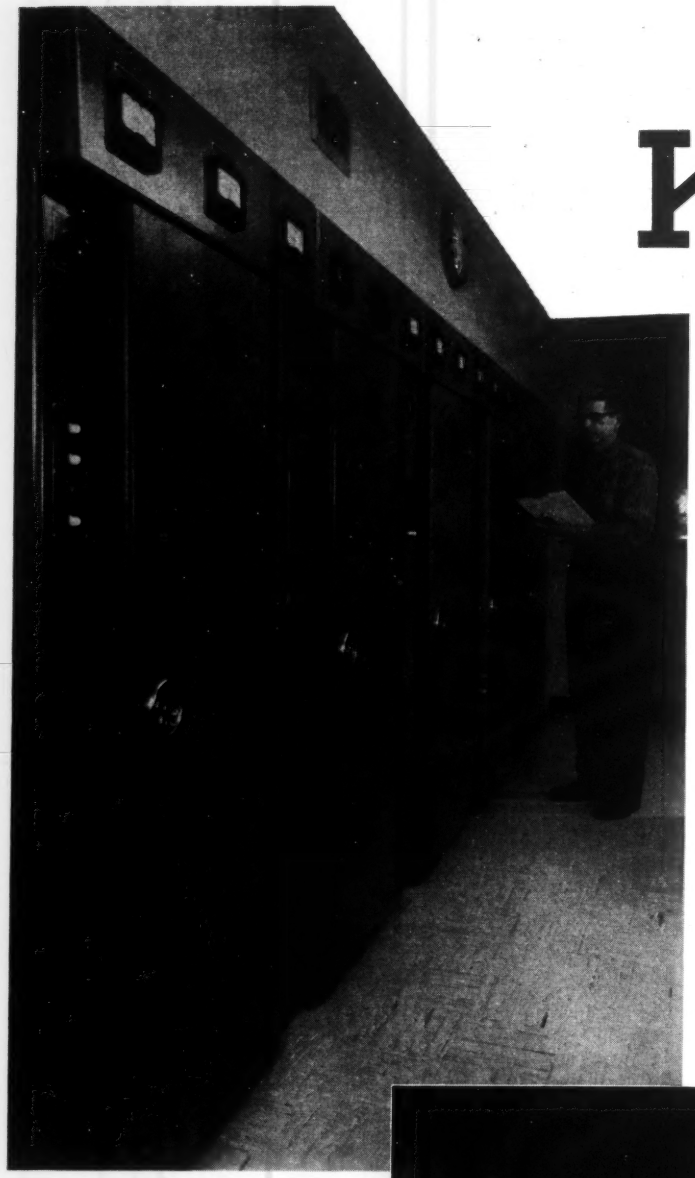
Highest rated station in all of the first 25 American markets according to C. E. Hooper, Inc.

Other McLendon Stations

KILT Houston KTSA San Antonio
WAKY Louisville KEEL Shreveport

TEXAS Triangle Office 2104 Jackson, Dallas
represented by JOHN BLAIR & CO.

KLIF
DALLAS
50 KW DAY—1 KW NIGHT



KLIF

goes 50 KW!

KLIF, Dallas selected the highly developed Type 317B transmitter by Continental. Now on the air, the transmitter offers KLIF many exclusive features:

- **Compact — requires only 72 sq. ft. of floor space**
- **Completely self-contained, except blower**
- **Only 19 tubes total—including those in two oscillator units**
- **Weldon Power Amplifier Design***
- **Regulinear** Cathode-Follower Screen Modulation system**

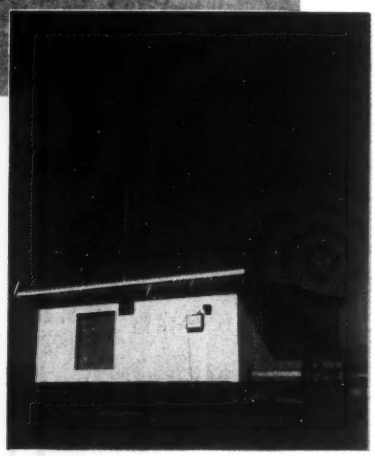
Additionally, KLIF was interested in these new features:

- **Especially designed for remote operation**
- **No rectifier tubes — silicon and selenium rectifiers**
- **All aluminum cabinets for electrical shielding**
- **Less than 1% carrier shift**
- **Zero temperature coefficient crystals**
- **Completely air-cooled throughout**

If you'd like details on a truly outstanding transmitter please write for complete details.

*Patent No. 2,836,665

**Patent appled for



Compact Installation—at KLIF 50 KW transmitter site.

Continental Electronics

MANUFACTURING COMPANY

4212 S. BUCKNER BOULEVARD • EVergreen 1-1137

DALLAS 27, TEXAS

DESIGNERS AND BUILDERS OF SUPER POWER TRANSMITTERS

FOR AN OUTSTANDING NEW INSTALLATION

KLIF

chose
SUPERIOR EQUIPMENT
from
SPECIALIST MANUFACTURERS

UTILITY TOWER
4 tower array

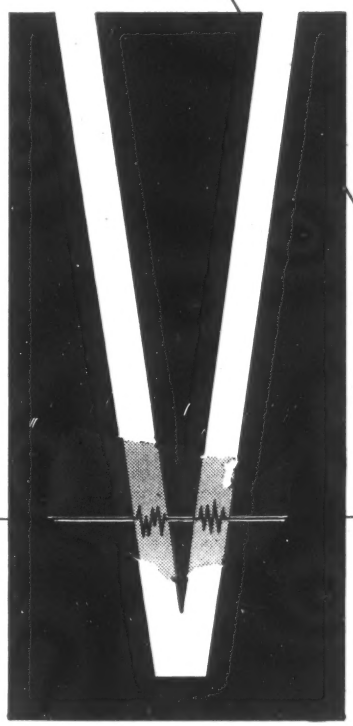
Continental Electronics
50 KW AM
Transmitter

NEMS CLARKE COMPANY
Phase Monitor

Spir-O-line
Sampling Line

ANTENNAS and TRANSMISSION LINES
Prodelin Inc
KEARNY, NEW JERSEY, U.S.A.
3 1/8
Transmission
Line

GR
GENERAL RADIO CO.
Frequency
& Modulation
Monitors



KEEPS YOU IN VIEW!

as a coordinated system package
sold nationally by

VISUAL ELECTRONICS CORP.

our new home:
356 West 40th Street New York 18, N. Y. PEnnsylvania 6-5840

FIELD ENGINEERING OFFICES FROM COAST TO COAST

McLENDON STORY (cont'd.)

Yet the station's nighttime site could be moved nowhere else and still meet FCC requirements. It was a seemingly unanswerable problem. But the answer was found. Why not be the first American radio station to operate from two different transmitter sites. Result—an FCC grant to KLIF to operate daytime with 50 kw from a 40-acre transmitter site west of Dallas, between Dallas and Fort Worth, and then shift at night back to KLIF's old site east of Dallas.

KLIF's walloping new fifty kilowatt signal is even more powerful than it sounds. Situated between Dallas and Fort Worth, four towers directionalize the KLIF power east and west, squirting a major lobe of approximately 250,000 watts toward these two great cities—the nation's twelfth market.

KLIF's new power solidified McLendon's position as a giant of Texas communications. Combined with the vast coverage of KILT in Houston (5 kw on 610 kc) and KTSA in San Antonio (5 kw on 550 kc), the three Texas Triangle stations now stand like the colossus of Rhodes, with one foot in warm Texas Valley and another far to the north in the cloud-wreathed mountains of the Panhandle. More than eighty percent of the Texas population is now under the McLendon umbrella. No newspaper or other communications combined approaches the power McLendon wields in Texas. Further bolstering the Texas Triangle's coverage of the Lone Star state is sister station KEEL in Shreveport with 10 kw day and 5 kw night on 710 kc, and an application pending for an increase to 50 kw daytime. Still a fifth McLendon station lies far to the east in Louisville, Kentucky—WAKY, with 5 kw day and 1 kw night on 790 kc.

The McLendons stay busy. Barton McLendon not only handles the extensive McLendon oil and real estate interests but continues active direction of his far-flung Tri-States Theatres, a Texas-Oklahoma-Louisiana chain he founded in the early thirties. He is now building the new Preston Royal Theatre in Dallas—the first new hardtop theatre to be built in the Southwest in a decade. Recently he swung down to Houston for a day and bought for his KILT a new $350,000.00 building which may be America's most beautiful radio building.

Now the McLendons are branching out in a new field—the production of motion pictures. They have just finished shooting the first of a series of full-length motion pictures, "The Killer Shrews" starring James Best and Ingrid Goude. On February 16th the cameras roll in Dallas on another McLendon feature—"The Gila Monsters". Still a third feature is scheduled for April. All three features are budgeted at $300,000 each. As usual, the McLendons have surrounded themselves with top personnel. Co-producer with Gordon McLendon is Ken Curtis, son-in-law of Hollywood director John Ford and a standout Hollywood acting veteran of many pictures. Curtis has just finished "The Horse Soldiers", with John Wayne and William Holden. Production Manager is Ben Chapman, who was also Production Manager of such films as "Bridge on the River Kwai", "The Young Lions", and "Sayonara". Directing is Ray Kellog, for thirty years a special effects wizard with Twentieth Century Fox. On February 1st the McLendons bought a four-hundred acre movie studio near Denton, Texas, for $500,000.00 and this will be the home of many of their future film endeavors.

Many of KLIF's key personnel have been around almost since the start of McLendon's KLIF on November 9, 1947: Glenn Callison, Vice-President in charge of Engineering; Les Vaughan, one of America's top recording engineers; Art Nelson, Dean of Southwestern disc jockeys; Cecil Hobbs and Don Newbury, account executives and several others. Bill Morgan, Vice-President and General Manager of KLIF, has directed the McLendon flagship station since 1953.

McLendon radio stations—and KLIF, in particular—are noted for two things: outstanding news and editorial coverage and flamboyant promotion.

In April, 1957, KLIF mobile news reporter Les Vaughan drove his unit with one hand and held the mike with the other as he chased behind the terrifying funnel of a Dallas tornado down storm-strewn streets. Vaughan's daring earned for KLIF the coveted Sigma Delta Chi award for outstanding news coverage. In 1958 KLIF's Managing Editor, Dave Muhlstein, added another trophy to KLIF's bulging list of new honors—the National Headliners' Award.

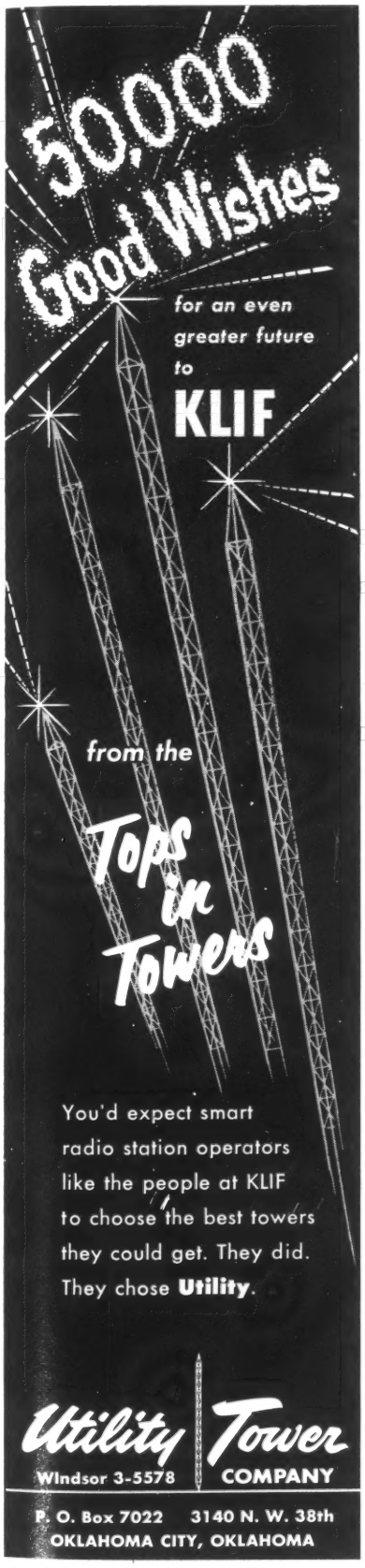
KLIF has originated scores of promotions since adopted by stations throughout America: the first radio flagpole sitter; first rear-window sticker promotion (a McLendon copyright); now a new promotion—the introduction of KLIF's "Fat Woman", a lady whom KLIF will attempt to safely reduce from 350 to 150 pounds in one year. Such promotions have made KLIF perhaps America's most imitated radio station. Certainly it has become one of the great mode's for music and news stations everywhere. The Sellers Recording Company in Dallas is kept busy around the clock simply recording KLIF programming for stations throughout America.

It has been a busy six years for B. R. and Gordon McLendon since the demise of their Liberty Broadcasting System, which at its height embraced 458 radio stations throughout the nation. Liberty collapsed in 1952 when major league baseball clubs, insisting that McLendon's colorful broadcasts were damaging minor league attendance, denied further broadcasting rights. The McLendons sued and eventually won a large cash settlement from baseball.

It was during the Liberty days that Gordon McLendon first caught the eye of the broadcasting industry, not only as an executive but as a creative genius and a great broadcaster as well. Eleven years ago, Liberty was founded as a network programming service feeding programs to stations for a fixed monthly fee; today, the four remaining national networks are all known to be examining such an arrangement. Liberty commentators John Flynn, John Vandercook, Joseph C. Harsch and Westbrook Van Voorhies were quickly snapped up by other networks when Liberty folded. Many Liberty sportscasting discoveries are now among the nation's leaders—Lindsey Nelson, Jerry Doggett, Don Wells, to mention a few. Liberty alumni now are scattered throughout the nation in top positions.

Gordon McLendon, "The Old Scotchman", is missed by sports fans throughout the country. In 1951 he won the *Sporting News* award as America's outstanding football broadcaster and the same year he was named one of America's outstanding young men by the United States Jr. Chamber of Commerce. Today, he is less active as an air personality but still finds time to write and deliver editorials, act as Texas State Chairman for the March of Dimes and a dozen other charities—and be a husband and raise four children.

As KLIF begins broadcasting with fifty thousand watts, it will have hitched even more its wagon to the Lone Star. A new chapter will begin in the McLendon career, but perhaps it will not really be new. As long as the booming KLIF voice is under McLendon ownership, it will never be a sister station to the other McLendon stations—it is Gordon McLendon's first-born. It will always be the mother station—constantly producing and testing new ideas for all radio to use.



CONTINUED from page 44

Glamour Deb shoes. The singer will tape three five-minute radio shows a week for 39 weeks. *Take Five With Tommy Sands* starts on 200 or more stations, three times a week, Aug. 15. Agency: Leo Burnett.

• Alva Lans Inc. (Alva-Tranquil tablets), Chicago, negotiating for spot radio-tv buys in from 10 to 30 markets, with schedules still to be set. Broadcast media will get about $100,000 out of estimated $750,000 advertising budget for 1959. Agency: Olian & Bronner Inc., Chicago.

• U.S. Steel Corp., N.Y., pointing toward hot weather promotion of throwaway cans for soft drinks, will include radio and tv in over-all advertising schedules set to start about June 1. Concentrating in southern states, a spot radio campaign is to hit seven leading soft drink markets. Evening and daytime tv commercials are to be carried during the summer months by CBS-TV on *U.S. Steel Hour* and *Arthur Godfrey Daytime Show*. Agency is BBDO.

• Elgin National Watch Co., Elgin, Ill., has bought segments of CBS-TV *Playhouse 90*, two-part "For Whom the Bell Tolls" presentation March 12 and 19. Elgin also is seeking other selected programs. Seven-Up Co., St. Louis, is seeking network tv properties, through the same agency, J. Walter Thompson Co., Chicago.

• American Oil Co., N.Y., for its Amoco gasoline, will sponsor on-the-scene reports of the Sebring, Fla., Grand Prix sportscar race on CBS Radio March 21. Amoco bought six 10-minute reports, a 15-minute period and one 5-minute slot. Agency: Joseph Katz Co.

Agency appointments

• Magnavox Co. (phonographs, tv sets), Ft. Wayne, Ind., formerly with Maxon Inc., N.Y., switches to Marschalk & Pratt Div., McCann-Erickson, N.Y. Billings total $1 million per year, with additional $500,000 to be spent for sales promotion through McCann subsidiaries.

• Simmons Co. (Hide-A-Bed sofas, mattresses), N.Y., appoints McCann-Erickson there to handle its approximately $1 million upholstered living room furniture advertising. Beautyrest and other Simmons mattresses will remain with Young & Rubicam, N.Y.

• Schenley Industries Inc., N.Y., moves its Cresta Blanca wine business from Norman, Craig & Kummel, N.Y., to Doyle Dane Bernbach there, effective March 1. Account, user of spot radio in past, involves estimated $500,000 in billings. Doyle Dane, which handles other Schenley products, has room for Cresta Blanca after recent loss of Gallo wine account (BROADCASTING, Feb. 2).

• Vick Products Div., Vick Chemical Co., N.Y., appoints Morse International Inc., N.Y., agency for Vick's cough syrup and Lavoris mouthwash and gargle. Vick acquired Lavoris Co. last October. Agency for Lavoris products was formerly Pidgeon, Savage & Lewis, Minneapolis. Previous agency for Vick product was BBDO.

• Also in advertising

• John W. Shaw Adv. Inc., Chicago, has resigned Colgate-Palmolive Co.'s man's line (shave cream, after-shave lotion), effective May 7. The client billed an estimated $300,000, virtually all of which was allocated for Bill Stern sportscasts on MBS. The termination was by "mutual" agreement of agency and client, apparently predicated on the distance factor involving Colgate in New York and Shaw in Chicago.

• The subliminal-advertising satirical commercial for Butter-Nut coffee, which was judged the best animated tv commercial of 1958 by the Hollywood Ad Club (BROADCASTING, Feb. 9) on Saturday (Feb. 14) was named best tv commercial of the year by the Art Directors Club of Los Angeles. Credits: agency, Buchanan - Thomas Adv., Omaha; producer, Fine Arts Production and Freberg Ltd.; art directors, John Wilson and Stan Freberg; artists, Chris Jenkyns; animation director, Bill Littlejohn.

• Radio & Television Representatives Assn. of Atlanta has instituted a yearly award for the commercial produced by a southeastern agency that shows "the greatest sales effectiveness." Southeastern agencies may submit commercials to RTRAA, 519 Glenn Bldg., Atlanta 3, Ga., before March 15. The entries can be filmed, taped, or live.

• Chicago Broadcast Advertising Club has approved a recommendation of its special projects committee to establish a $1,000 scholarship fund for students majoring in the radio-tv-film department of Northwestern U.'s school of speech. The first grant was presented at BAC's monthly luncheon last Wednesday (Feb. 11) in the Sheraton Hotel to Prof. Charles F. Hunter, department director. The fund, designed to aid "worthy students in their education," will be a continuing grant, subject to annual review by BAC's board of directors.

Serving all Chicagoland

WGN-TV and WGN-RADIO continue to give Chicago audiences programs of top quality . . . presented with the integrity that is the WGN way of doing business.

The News Coverage described at the right is further evidence as to why WGN-TV and WGN-RADIO are gaining ever-widening, loyal audiences.

In December, a fire and explosion at Chicago's Our Lady of the Angels parochial school took a grim toll of nearly one hundred lives. WGN, Inc. News Department's comprehensive coverage was commended by city officials and the public alike.

WGN-TV

- First news cameraman at the scene of the fire
- Number 2 WGN-TV cameraman first at the hospital
- Bulletins on the air shortly after the fire broke out
- Exclusive SOF films shown during the evening with interviews
- Commentary from WGN-TV reporter who was on the scene
- Up-to-the-minute lists of dead and injured during the evening.

WGN-RADIO

- First on-the-scene radio bulletins from the WGN RADIO TRAFFICOPTER
- Policeman in TRAFFICOPTER helped direct traffic away from the scene via WGN-RADIO
- Shortwave reports and interviews by WGN newsman direct from the scene
- Up-to-the-minute lists of dead and injured.
- "Beeper" reports fed to more than twenty-five radio stations throughout the nation.

WGN-TV and WGN-RADIO—dedicated to Serving All Chicagoland with the finest in public service.

WGN and WGN-TV Chicago
441 N. MICHIGAN AVENUE CHICAGO 11, ILLINOIS

QUALITY RADIO WGN TELEVISION INTEGRITY

SARNOFF FORECAST FOR '69

Tv to hit $3 billion in decade, he says in L.A. Meanwhile, hard selling needed

Television's advertising revenue circa 1969 will exceed $3 billion, NBC board chairman Robert W. Sarnoff prophesied in an address at the 36th annual installation banquet of the Los Angeles Chamber of Commerce last Thursday (Feb. 12).

Discussing population growth and economic expansion, he said that television, which has "established a unique rapport with the whole of America," will be depended upon to fulfill the "absolute need for reaching, informing and serving these mushrooming millions so that our government and our economy may function with reasonable cohesion."

Mr. Sarnoff gave a short-range forecast for both tv and radio earlier at a news conference.

Immediate Need • Six months of "hard selling" lie ahead for the tv networks, he told the conference in Los Angeles Wednesday morning. Commenting that television was the last to feel the recession and is also the last to benefit by the pickup, he said that there are a number of programs available for sponsoring. "It's not the cost per thousand that's keeping these shows unsold," he stated, but the "end dollar" shortage which a number of advertisers are currently experiencing.

Television has entered a new phase of all-year selling, Mr. Sarnoff stated, in place of concentrating most of its sales activity in the time preceding the opening of the new tv season each fall. "We can now look for program changes in January and April as well as October," he said. "The trend is toward short-term commitments and the day of firm 52-week program contracts is gone forever."

Asked about the radio outlook, the NBC board chairman admitted that "network radio hasn't seen the end of its troubles" but optimistically noted that in recent years NBC "has been able to reduce radio network losses systematically and has also been fairly successful in evolving new program formats and new selling patterns which have brought a new excitement to radio." He called *Monitor* the most successful network radio innovation in years and expressed high hopes for NBC's upcoming "Stardust" programming which will debut shortly.

Forty-Hour Week • The next evening at the Chamber dinner, the NBC chief, who commented that the youth of his audience placed him in a role of elder statesman at 40, examined television's growth over its first decade plus. He said that its average weekly use in the American home, which stood at 34 hours and 40 minutes five years ago, reached 37 hours and 40 minutes in 1958.

He added, "We are doing our best at NBC to get the nation's television sets on a 40-hour week."

Comparing tv's status 10 years ago with today, Mr. Sarnoff said the set count had increased from 1 million to 48 million, number of stations from 51 to 544 and advertising expenditures from less than $58 million to more than $1.3 billion (from about 1% or the total advertising dollar to 13.6%).

He said the public spends $4 billion a year for sets and maintenance, and that total investment in tv to date approaches $40 billion.

Mr. Sarnoff described the stimulating effect this has had on the overall economic situation, pushing the electronics industry from about $2.5 billion in 1947 to over $14 billion last year. "Three out of four employes in the electronics industry work at jobs that did not exist 10 years ago. Four out of five dollars of RCA's sales last year came from products and services that were not even on the market just after World War II."

Tv's Contribution • In contemplating tv's contribution to the rise of the gross national product over the past decade from $258 billion to $436 billion, he cited specific sponsors whose sales zoomed after tv exposure: Polaroid Land camera via NBC-TV, Revlon over rival CBS-TV. He mentioned a "flop" show *Sally*, once on his own network, which brought increased business for its sponsor despite ratings which put it far behind rival programs.

Mr. Sarnoff minimized the harm done

1958 TV NETWORK GROSS CLIMBS 10%

The tv networks' gross billing in 1958 was 9.8% better than 1957. A total of $566,590,401 in time charges was the final figure for last year.

The totals and breakdown of gross time charges of each network for 1958 were released last week by Television Bureau of Advertising. They were compiled by Leading National Advertisers and Broadcast Advertisers Reports.

Among the three networks CBS-TV was tops in billing. That network took in some $247.7 millions, or 3.6% more than in 1957 and nearly $32 million more than rival NBC-TV. ABC-TV scored a 24% gain in 1958, while NBC-TV picked up 11.3% more in gross than it had in 1957.

Last December was the best billing month for the networks. ABC-TV and CBS-TV compiled record gross highs at respective levels of $10.4 million and $22.8 million, while NBC-TV's $20.6 million was nearly up to the level of its record billing volume which was achieved in October.

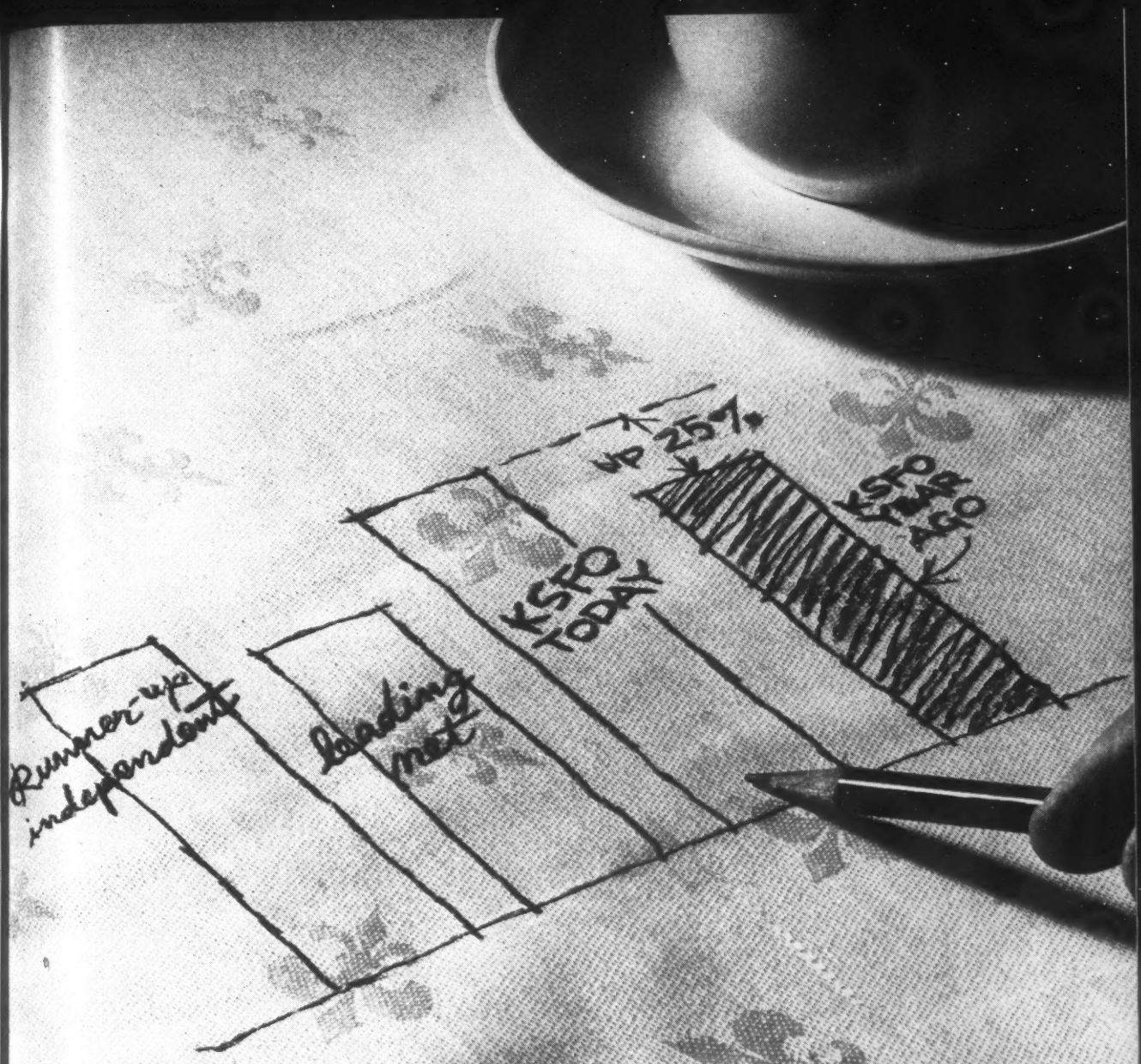
TvB's table showing comparative totals for the year and for December as well as a monthly breakdown for all networks:

	December			January-December		
	1957	1958	Change	1957	1958	Change
ABC-TV	$ 8,614,646	$10,466,104	+21.5%	$ 83,071,284	$103,016,938	+24.0%
CBS-TV	21,980,607	22,836,275	+ 3.9	239,284,899	247,782,734	+ 3.6
NBC-TV	19,146,483	20,636,442	+ 7.8	193,845,383	215,790,729	+11.3
	$49,741,736	$53,938,821	+ 8.4	$516,201,566	$566,590,401	+ 9.8

Month by Month—1958

	ABC	CBS	NBC	TOTAL
January	$ 9,168,609	$ 22,094,015	$ 18,344,111	$ 49,606,735
February	8,441,988	19,410,741	16,785,315	44,638,044
March	9,402,407	21,211,070	18,874,597	49,488,074
April	8,739,456	20,628,511	18,283,379	47,651,346
May	8,477,755	20,970,022	18,470,368	47,918,145
June	7,387,586	19,733,057	16,648,462	43,769,105
July	7,083,555	18,332,925	15,702,029	41,118,509
August	6,923,735	19,383,736	15,202,021	41,509,492
September	6,627,093	19,427,754	16,362,343	42,417,190
October	9,960,524	21,901,036	20,664,587	52,526,147
November	10,338,126	21,853,592	19,817,075	52,008,793
December	10,466,104	22,836,275	20,636,442	53,938,821
	$103,016,938	$247,782,734	$215,790,729	$566,590,401

Source: LNA-BAR



They said it couldn't be done. Not everyone. But a dubious few were candid. Precise. They said, "Sure, KSFO has a big audience. With the Giants' baseball games, who wouldn't!" / And they added, emphatically, "Wait 'til after baseball. Plunk. Back to third place." / So much for the forecasts that were rife during baseball season. Has KSFO gone plunk? It has not. / The latest Pulse survey is out. There's not a trace of baseball in it. KSFO is still firmly *first* in the San Francisco-Oakland market. What's more, KSFO has a full 25% more audience than it did one year ago. / For all of the facts, why not sit down with a representative of KSFO or AM Radio Sales. The drinks are on us.

Source: Pulse, November-December 1958. Or, if you prefer: first in the latest Nielsen Station Index, November-December 1958 . . . morning, afternoon, evenings, weekends – everywhere!

KSFO

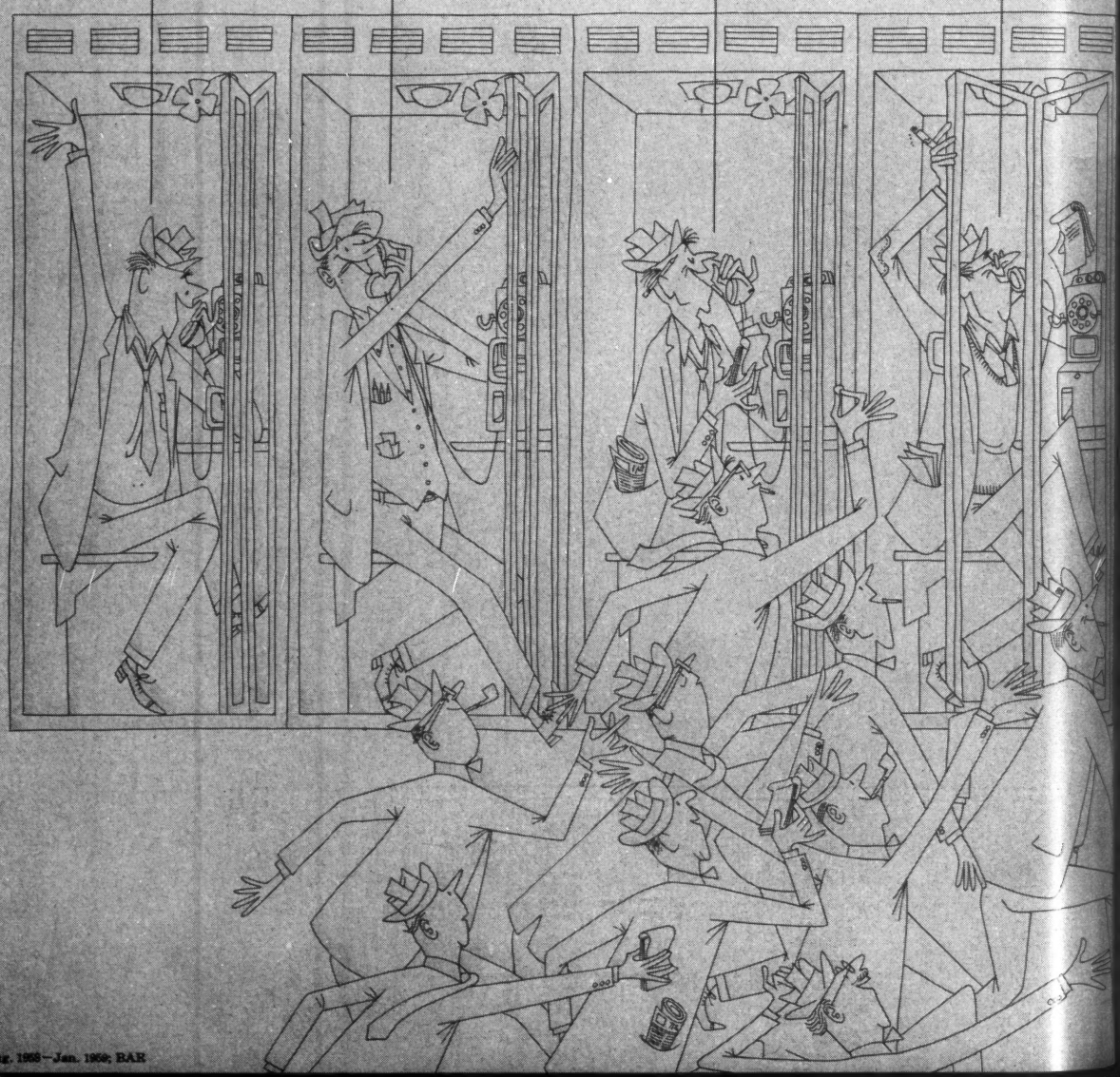
SAN FRANCISCO • OAKLAND

Big news from WCAU-TV!
Share of audience up
a big 30% since August!

More adult audience
than any other station!

Get this: in prime evening
time, audiences 16% greater
than the second station!

The Late News? 22.3
rating—157% bigger than
any other late news!



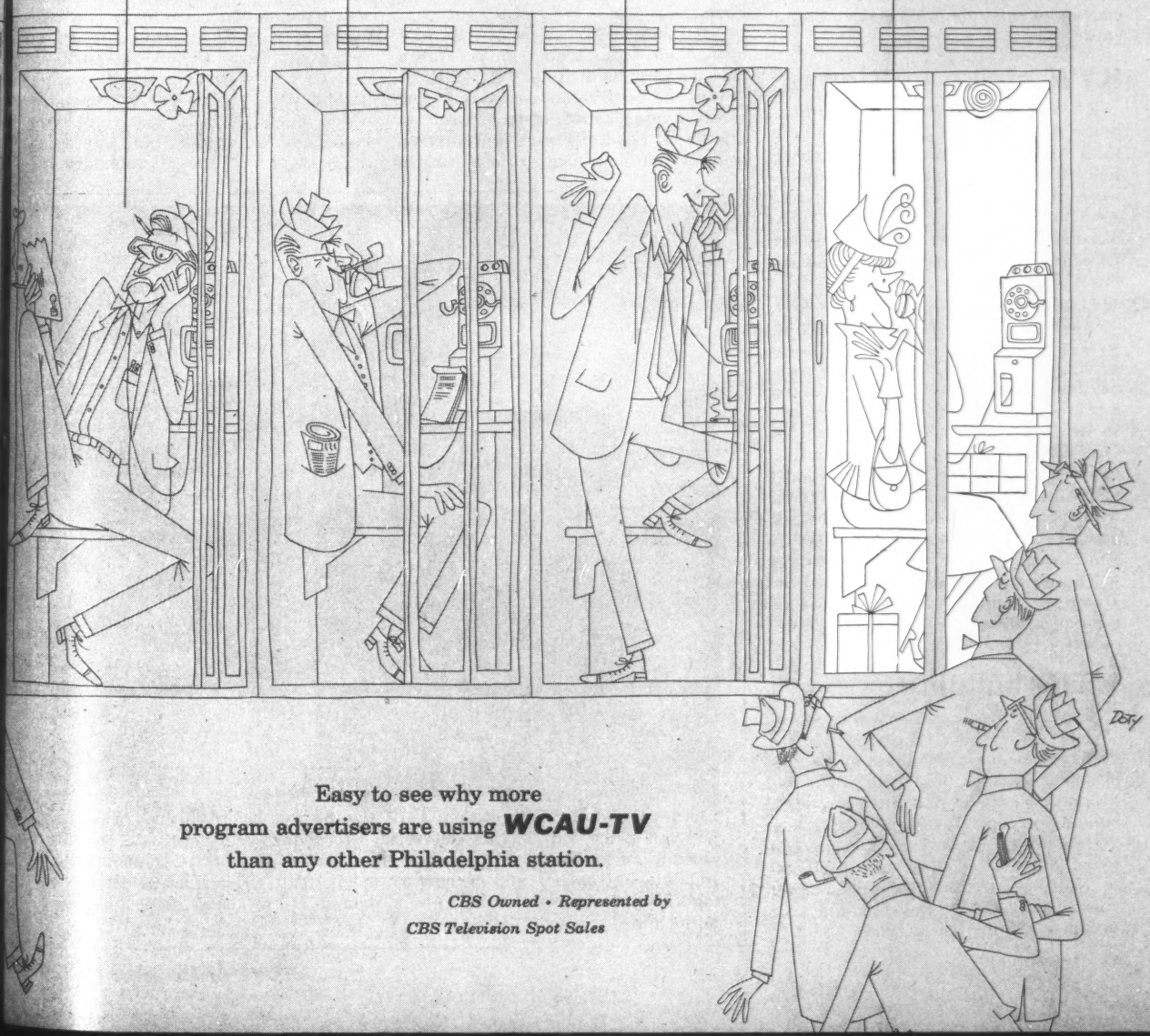
Sources: ARB Aug. 1958—Jan. 1959; BAR

Early Show ratings up 286% since August. Late Show up 161%.

And chief, one movie set an all-time, late-evening record in Philadelphia...

Got a 31.4 rating, 73% share of audience. That's right—73%!

My dear, that's exactly what I've been saying... I know, such wonderful programs... di-vine, aren't they... Fred is absolutely glued to the newscasts... I can't get a word in edgewise when he's watching... of course as for me— I adore those movies... no wonder everyone, simm-ply everyone, is looking at Channel 10!



Easy to see why more program advertisers are using **WCAU-TV** than any other Philadelphia station.

CBS Owned • Represented by CBS Television Spot Sales

by tv to other media except network radio. He showed how tv has been a help to print and motion pictures, despite apprehension on their part.

The speaker climaxed his talk with a series of forecasts of what awaits television and the nation 10 years hence. Attributed to NBC's planning and research dept., they are:

U.S. population increase from 176 million now to almost 210 million; rise of gross national product from $436 billion to about $675 billion; present level of 44 million homes with total of 49 million tv sets will be up to 58 million homes with nearly 70 million sets, mostly color; total advertising expenditures, now $10.1 billion will reach approximately $15 billion, with tv's share rising from 13.6% to more than 20%, i.e. over $3 billion per year; 1969 set models will include transistorized portables with three-inch screens and for the home a thin, flat screen that can be hung on the wall for which one can tape record shows for later playback; international tv will be routine and college educations may be obtainable almost entirely through television.

KYW strike settled

KYW-AM-TV Cleveland, Westinghouse Broadcasting Co. outlets, and the local AFTRA settled a three-day strike Feb. 10. Twenty-four union members were on strike. Members of National Assn. of Broadcast Employes & Technicians, IATSE and Radio-Television Directors Guild refused to work during the AFTRA strike.

The settlement included a three-year contract, effective last Nov. 15, with $5 weekly increases effective Nov. 15, 1958, 1959 and 1960, making base pay for newsmen and announcers in the top bracket $145 until next November. In two years newsmen will receive the same basic pay as announcers. Starting pay was raised from $85 to $95. A local videotape rate was adopted—$85 for a wild spot or unlimited use for 13-week period. Program spot rate for vtr is $130.

The stations maintained full programming with the aid of supervisory personnel flown in from other WBC outlets.

WTIC building

Travelers Broadcasting Service Corp. (WTIC-AM-FM-TV Hartford) is investing more than $2 million in a building to house its properties, Paul W. Morency, president, announces. The building, occupying a 25,000 sq. ft. site at the northwest corner of State and Front Sts., will contain about 50,000 sq. ft of floor space. TBSC hopes to get construction started this fall and take occupancy in the fall of 1960.

NEW 'FIRST' CLAIM
KCBS predecessor began in 1909—Greb

Another claim to the honor of the "first" broadcasting station was entered Sunday (Feb. 15) on behalf of KCBS San Francisco, in an article in the current issue of the *Journal of Broadcasting, Technical Journal of Broadcast Educators*. KCBS now is owned and operated by CBS Inc.

Writing in the U. of Southern California publication, Gordon E. Greb states, "Notwithstanding the many claims to 'first broadcasting' . . . there is considerable evidence supporting a California station's claim as being the granddaddy of them all because of its 50th birthday this year."

To support his thesis, Mr. Greb utilizes personal papers of the station's founder, Charles David Herrold; conversations with his contemporaries, and a speech by radio pioneer, Dr. Lee De Forest.

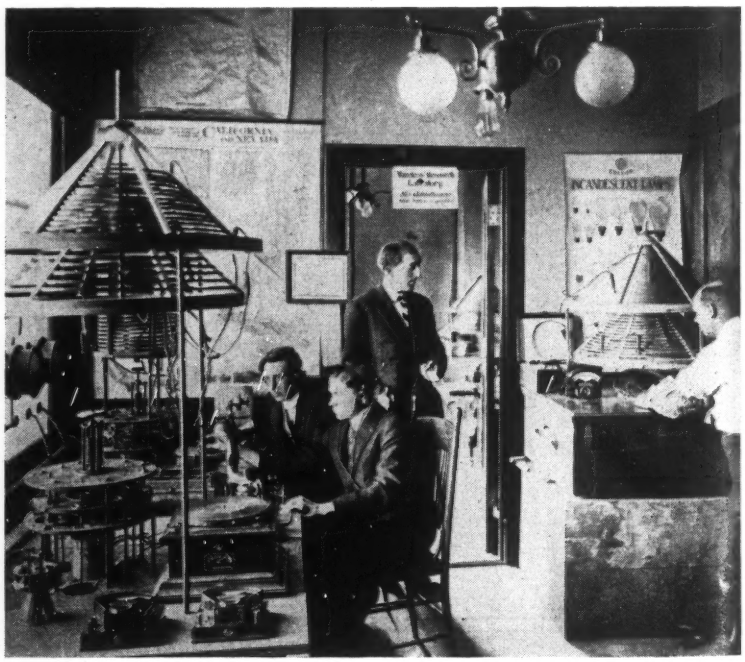
According to Mr. Greb, Mr. Herrold opened his radio school in San Jose's Garden City Bank Bldg. Jan. 1, 1909. "From the first, broadcasts were a part of my routine," Prof. Herrold wrote in a letter to Lee De Forest in 1940. "In spite of continual changes in apparatus there was always music of some sort coming from my station."

These first "broadcasts" were more than three years before Congress enacted the Radio Act of 1912. The radio law then required licenses and call letters from "voice" transmitters. Prior to this time, Mr. Herrold's operators simply announced, "This is San Jose calling" and went into their news and music.

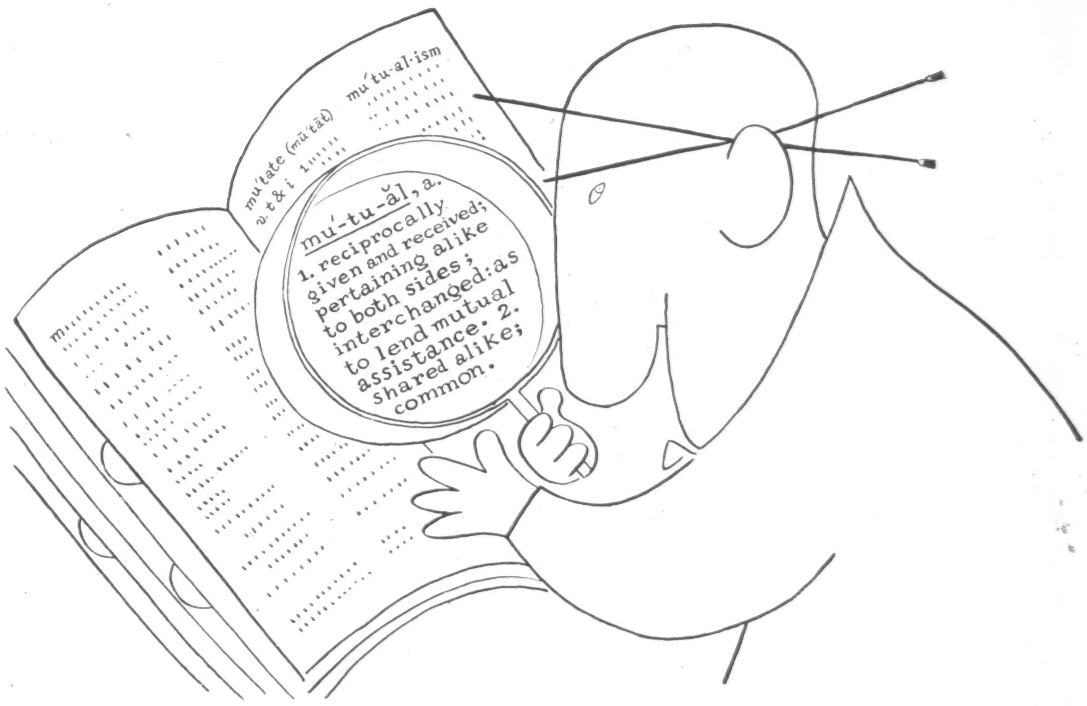
The article states that early in experimental stages, the call FN was used. Experimental land licenses 6XE and 6XF preceded the call SJN which was first used in 1913. And, in 1921, when licenses were first issued under the classification of broadcasting, the San Jose station became KQW. Later it moved to San Francisco and in 1949 the call letters were changed to KCBS.

In 1948, Mr. Herrold, who was a classmate of Herbert Hoover at Stanford U., died at the age of 72.

Ray Newby, Mr. Herrold's assistant and an instructor in his school, when interviewed recently by Mr. Greb, stated the station early in its operation went on a pre-arranged schedule so "we would have listeners that could report to us." At first the schedule was a half-hour every Wednesday evening on which news, records and voice were broadcast for a half-hour and sometimes longer "if the microphones and



Charles David Herrold's station: 1913 • Sometimes heard by ships at sea for 900 miles, the old "spark" station is here shown being operated by Mr. Herrold (c in door) who watches his assistants at work. Operator Emile A. Portal (front, l) and Kenneth Sanders (rear, l) performed announcing as well as technical duties. Frank Schmidt (r), mechanic, kept the transmitter tuned when on the air.


mu'tu-al-ism
mu-tu-ăl, a.
1. reciprocally given and received; pertaining alike to both sides; interchanged: as to lend mutual assistance. 2. shared alike; common.

what is a mutual life insurance company?

Sometimes a phrase becomes so familiar its significance is forgotten. For example, the phrase "mutual life insurance" has become so much a part of America's vocabulary, its meaning may not be as well understood now as it was a hundred years ago or more.

Actually, it is a term applied to a group of people banded together to provide greater financial security for themselves and their families. They do this by insuring the lives of one another at cost, through a company that is incorporated and operated solely for their benefit. In such an organization, the policyholders make periodic "deposits," called premiums. Each year, after all benefits have been paid, all expenses met, and funds have been set aside for reserves and future contingencies, any excess is refunded to the policyholders as a "dividend." This dividend operates as a cost adjustment and not as an investment return. Thus, unlike most other corporations, there are no profits payable to stockholders, because there are no profits and there are no stockholders.

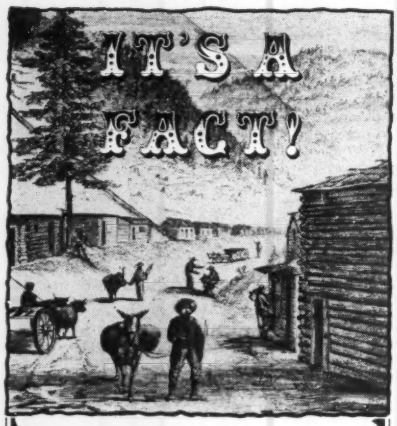
Is this something new? Not quite. Mutual Of New York issued its first policy in 1843. Its charter has been called, "the magna carta of American insurance." Today MONY has well over a million policyholders, protecting themselves and their families through MONY's group insurance plans, accident and sickness coverages, and the traditional forms of life insurance. But MONY's basic idea — individuals banded together for mutual security — has remained unchanged since we first put it into practice more than a century ago.

MONY

MUTUAL OF NEW YORK

The Mutual Life Insurance Company Of New York, New York, N.Y.
Offices located throughout the United States and in Canada

FOR LIFE, ACCIDENT & SICKNESS, GROUP INSURANCE, PENSION PLANS
MONY TODAY MEANS **MONEY** TOMORROW!



That when John H. Gregory discovered the first gold lode in Gilpin County, Colorado in 1859 . . . the population of Denver was 4,726 . . .

AND IT'S A FACT

That in 1959 the population of the Denver TV coverage area served by Channel 9 is 1,479,500 people who have a spendable income of $2,803,077,000 . . .

MORE FACTS

Fact: **One day spot saturation on Channel 9 for Denver Car Dealer results in 42 new car sales in one day . . . a new record!**

Fact: **When Channel 9 TV personalities promoted kids theatre party . . . outpulled competition's identical promotion . . . same day, same time . . . two to one!**

SO FACTS ON FACTS

The best buy in Denver is . . .

KBTV
CHANNEL 9
THE FAMILY STATION

Join the "Rush To The Rockies" come to Colorado in '59

everything didn't get too hot." Later, the station went on a daily schedule.

Mr. Greb writes that Mrs. Sybil M. True, Mr. Herrold's first wife, told him the station aired records borrowed from a local store, directed to teenage amateur set operators. She said "They would run down the next day to be sure to buy the one they heard on the radio . . . We would ask them to come in, and sign their names." And, unintentionally laying claim to radio's first giveaway program, she added, "And we would give a prize away each week."

The Panama Pacific Exposition in San Francisco in 1915 gave Mr. Herrold an opportunity to demonstrate his arc system of broadcasting, a system which operated on the same principles that cause streetlamp arcs to hum and sing. Mr. Herrold's programs were picked up by receivers at a government booth at the world's fair, and when Dr. De Forest found his tube-transmitter would not work, he tuned in Mr. Herrold's San Jose station to demonstrate his own receiving set.

To conclude substantiation of his claim, Mr. Greb cites a 1940 incident at the San Francisco World's Fair. Dr. De Forset, in an address to the Veteran Wireless Operators Assn. on "Lee De Forest Day" said, "Very appropriately, the re-birth of my earliest broadcasting began here on the Pacific Coast when . . . station KQW at San Jose maintained regular transmissions . . . That station, KQW [now KCBS], can rightfully claim to be the oldest broadcasting station of the entire world . . ."

Another honor will be bestowed on Mr. Herrold on April 3, 1959, at the site of his old "spark" transmitter, when the San Jose State College undergraduate chapter of Sigma Delta Chi, professional journalistic fraternity, places a historic marker on the Garden City Bank Bldg. stating that it was here that the "World's First Regular Broadcasting Station" had its beginning.

AFM, WGN-AM-TV sign

A new four-year contract has been negotiated by WGN-AM-TV Chicago with American Federation of Musicians, Local 10, retroactive to Feb. 1. Under the agreement, the *Tribune* radio-tv operations obtained a reduction in minimum quota from 35 to 18 members plus a director until Feb. 1, 1963.

Among other terms, AFM agreed to a scale of $142 weekly per musician (sustaining and commercial), with provision for a 5% salary boost in the third and fourth years. The scale under the previous five-year pact ending Jan. 31 called for $197 for sustaining and $247 for commercial performances. The new agreement excludes record-spinners, music librarians and arrangers.

Bring your clubs

Broadcast golfers will compete March 15 at Chicago for the BROADCASTING trophies to be awarded during the annual NAB convention tournament. Trophies will be awarded for low gross and net (blind bogey handicaps). Other prizes will be awarded by Chicago broadcast groups, with a minimum of nine holes required to qualify for prizes. The tournament will be held at the Midwestern Golf Club, Hinsdale, Ill., starting at 10 a.m. Buses will leave from the south entrance of the Conrad Hilton Hotel at 9 a.m. Advance entries may be made at any BROADCASTING office.

Mobile local wins

A Mobile, Ala., local union has been certified as technicians' bargaining agent at WKRG-AM-TV there following an election Jan. 28. John F. Lebus, New Orleans, National Labor Relations Board regional director, announced the vote was 16 to 1 in favor of the local union. Two technicians did not vote.

Technicians at the stations had been represented by IBEW up to July 16, 1957, when IBEW was decertified in an election. IBEW has ceased its picketing activity.

Following the decertification of IBEW at WKRG-AM-TV, the union used economic pressures against the stations by contacting advertisers, agencies and other union groups in Mobile. An examiner of NLRB held Aug. 25 in a recommendation to the board that the union was within the law in its picketing and economic pressures (BROADCASTING, Sept. 1, 1958). NLRB has not yet ruled on the examiner's finding.

IBEW currently is conducting negotiations with WALA-AM-TV Mobile for renewal of their contract, which expired recently.

NAB files vtr brief

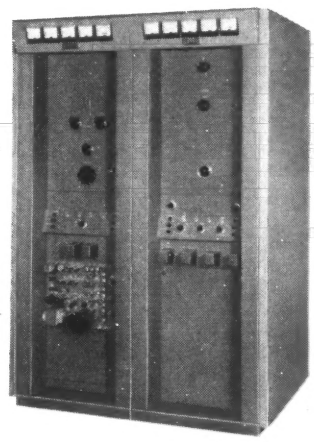
Tv performers employed by stations should be excluded by National Labor Relations Board in its consideration of the AFL-CIO American Federation of Television & Radio Artists petition seeking jurisdiction over vtr commercials, NAB contended in a brief filed Tuesday with the board. NAB said AFTRA's petition against BBDO contains no limitation by employer, thus including performers employed by tv stations wherever located. AFTRA's petition was filed March 17, 1958. Hearings were held during the autumn. NAB participated as an observer.

GATES the Finest Sound in FM

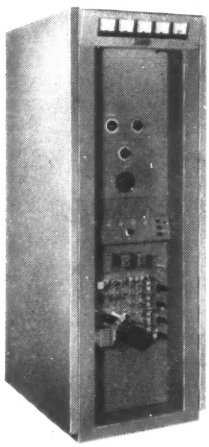
To satisfy the most discriminating fidelity enthusiast . . . to provide a *true* sound for the ultimate enjoyment of the listener . . . these are the basic desires of the FM broadcaster. And enhancing this sound of high fidelity is the primary characteristic of the new Gates FM transmitter line.

Five distinctive and entirely new FM transmitters, 10 and 50 watts, 250 watts, 1000 and 5000 watts, are now available from Gates. These top-quality precision transmitters, built for greater reliability and higher than ever performance standards, include self-contained single or dual channel multiplexing equipment as an optional accessory.

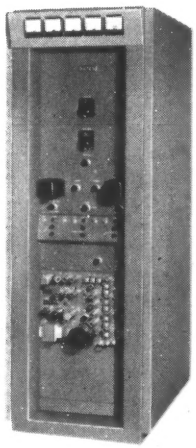
Technical bulletins on the new Gates FM line are now available, telling the complete story of a new design for long tube life, much lower distortion at wider response, the creation of an entirely new exciter employing pulse techniques in phase modulation, and many other outstanding features that make this a distinguished line of FM transmitters. Write today for the new Gates FM Fact File—yours for the asking.



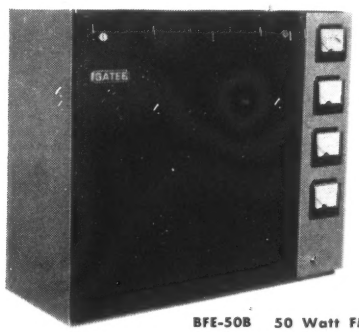
FM-5B 5000 Watt FM



FM-250B 250 Watt FM



FM-1B 1000 Watt FM



BFE-50B 50 Watt FM
BFE-10B 10 Watt FM

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

QUINCY, ILLINOIS

WEST

AM-TV combination. Top-rated AM regional and network VHF located in important Western market. AM bringing in substantial profit, and TV rapidly developing into good money-maker. $300,000 down and balance on favorable terms which can be negotiated.

This is a real buy that rarely comes along in a top market.

$950,000

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

WASHINGTON, D. C. OFFICE	MIDWEST OFFICE	SOUTHERN OFFICE	WEST COAST OFFICE
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Avenue Chicago, Illinois Financial 6-6460	Clifford B. Marshall Stanley Whitaker Healey Building Atlanta, Georgia JAckson 5-1576	Colin M. Selph California Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

(BIG) RESULTS

ARE OUR PRODUCTS . . . WHAT ARE YOURS?

We've gotten and are getting results for products ranging from A to Z. We pride ourselves on "CONTENTED CLIENTS". If "RESULTS" are a must for you, give your H-R Man a call for information about KJEO-TV, the ALL FAMILY station serving Fresno and the BILLION dollar San Joaquin Valley.

Changing hands

ANNOUNCED • *The following sale of station interests was announced last week, subject to FCC approval:*

• WCUM-AM-FM Cumberland, Md.: Sold to Allegany County Broadcasting Corp. (Hollis M. Seavey and wife) by Tower Realty Co. (Karl F. Steinmann), for $125,000. Mr. Seavey is director, Clear Channel Broadcasting Service and former MBS Washington news chief. The sale was handled by Blackburn & Co. WCUM is on 1230 kc with 250 w and is affiliated with CBS. WCUM-FM is on 102.9 mc with 1.25 kw.

APPROVED • *The following transfer of station interests was approved by the FCC last week (also see* FOR THE RECORD, *page 96):*

• WTRX-AM-FM Bellaire, Ohio: Sold to Ohio Valley Broadcasting Corp. (Frederic Gregg Jr., Charles H. Wright and Charles F. King) by WTRX Inc. (Walter Patterson-Robert K. Richards) for $117,000. Mr. Gregg owns WCMI-AM-FM Ashland, Ky. WTRX is on 1290 kc with 1 kw, day, affiliated with MBS. WTRX-FM is on 100.5 mc, 9 kw.

Treyz gets in licks in tv-print battle

By now *Fortune* magazine's anti-tv attack "can be regarded as the article that failed to understand television" and was merely further evidence of print jumping on "the pay television bandwagon," Oliver Treyz, ABC-TV president, asserted last week.

He offered his own rebuttal to *Fortune's* "Tv: The Light That Failed" piece in an address before the Chicago Broadcast Advertising Club Wednesday (Feb. 11). He spoke before a capacity audience, including top executives from several leading advertisers (Armour & Co., Swift & Co., Kraft Foods, Mars Inc., etc.).

Mr. Tryez also countered a talk by Vernon C. Myers, publisher of *Look* magazine, who held that the cost of tv advertising could be reduced and pave the way for an audit bureau of television based on paid circulation if the audience paid for programming as it pays for magazines (BROADCASTING Feb. 2). Mr. Treyz cited Mr. Myer's contention that in 1958 readers paid over $500 million for magazines and advertisers paid $750 million—or a ratio of 66 cents to every dollar invested by advertisers.

"I think that perhaps his argument might have been strengthened if he had added the $250 million the people pay

The everyday miracles of oil

THAT'S A HORSE COLLAR, SON! It's a relic now — but only a generation ago a farmer and his horse had to work hard for *days* to do what even a boy, with modern machines, can do in hours. Petroleum not only fuels and lubricates the farm trucks and machinery, but it provides new rubber products, rust preventives, fungicides, pest and weed killers. On the farm, in the home, on the highway, in the sky, everywhere you go, everyday miracles of oil make the world a pleasanter place.

Helping to build a better future... **Standard Oil Company (New Jersey)** Esso

One of a series of messages appearing monthly in newspapers from Maine to Louisiana—the area served by Esso Standard Oil Company. Other Jersey Standard affiliates and their distributors market elsewhere in the United States and 134 other countries and dependencies.

in taxes to make up the post office second class mail deficit, most of which is attributable to delivery of magazine subscriptions at bargain rates," Mr. Treyz declared.

Tv audiences paid over $1 billion for sets, another estimated $2 billion for repairs and installation work and $300 million for tv set electricity last year, he added. And advertisers invested $1,360 billion in television advertising —or a dollar for every $2.46 spent by the audience.

The *Fortune* article, Mr. Treyz suggested, was more a matter of misunderstanding "the fundamentals of tv" than any malice reflected in a "hatchet job."

"The publishers of the leading print media against whom we compete for advertising dollars and on whom we rely for accurate and fair treatment of television do not appear to know and/or to understand the fundamentals of tv as they now exist and we must help them understand," Mr. Treyz stated. But, he cautioned, "We must understand them ourselves, particularly when the fundamentals have recently changed."

The days when "a weak program on a strong network would win out over a strong program on a weak network are over," Mr. Treyz indicated. Reviewing ABC-TV's growth, he pointed out that facilities of all three networks (including CBS-TV and NBC-TV) are "close to comparable."

Rutgers air study

The Eagleton Foundation of Rutgers U., New Brunswick, N.J., last week announced plans for a study designed to improve the quality of political broadcasts. A bipartisan industry committee to explore the problems of political broadcasts was recommended following a meeting of radio-tv and foundation officials.

Paul Tillett, assistant Eagleton director, requested that stations throughout the country submit tapes, films and kinescopes of political broadcasts during the 1958 campaign for study. Meeting last week with foundation officials were Arnold Snyder, ABC News, Everett Rudloff, WJLK Asbury Park, N.J., Fred Walker, WTTM Trenton, N.J., and Ralf Brent, WIP Philadelphia vice president.

Mr. Brent urged broadcasters to take the initiative in assuming responsibility for political programs by producing and controlling them.

Black Tuesday in St. Louis

Radio-tv stations rolled with the punch of the killer tornado that smashed into St. Louis last Tuesday morning (Feb. 11) to give their listeners up-to-the-minute news coverage.

Two stations — KTVI (TV) St. Louis and KXLW Brentwood—were forced off the air when winds up to 110 miles an hour flattened their transmitting towers. KTVI, which estimates its damages at approximately $200,000, was back on the air at 4 p.m. Tuesday with a temporary tower to replace a demolished 577-foot structure.

Harry Tenenbaum, KTVI president, reported Friday (Feb. 13) that General Electric had flown in from Syracuse a duplicate four-bay antenna replacement. Two engineers were on hand to supervise installation with prospects that the ch. 2 ABC affiliate would return to its full 100 kw imput by the weekend. The antenna will be mounted on the 125 ft. tower base which survived the tornado.

Here's what individual stations reported last week to BROADCASTING:

KXLW resumed broadcasting even more quickly, signing on at 2:20 that afternoon about 12 hours after the tornado struck. Damages to its 385-foot tower will run to about $14,000, station officials figure, with additional losses running into the thousands.

The speed and determination of St. Louis newscasters were demonstrated by stricken KTVI which presented a special 15-minute newscast Tuesday evening at 6, less than two hours after it had resumed telecasting.

At sunrise "black Tuesday," KWK St. Louis sent its flying newscaster, Ken Daust, aloft beginning a 3½ hour series of reports from his Cessna 172 over disaster areas.

A special program entitled, "Tornado of St. Louis" was shown over KMOX-TV St. Louis Wednesday (Feb. 11) from 6:30-7 p.m. Prepared by news director Spencer Allen, the show presented civil officials, including the mayor, who discussed the disaster and concerted efforts by the fire and police departments, the Red Cross and other organizations to help the stricken. The station has received $10,000 in checks, it reports, including one for $1,000 sent after its special program, which included film coverage of disaster areas taken that afternoon.

KMOX broadcast a 26-hour show, "Operation Tornado Relief," from 3 p.m. Tuesday through 5 p.m. Wednesday with General Manager Robert Hyland suspending all network and other local shows. The "reliefathon" drew pledges of approximately $50,000.

Although off the air when the storm hit, KSD signed on an hour earlier at 4:50 a.m. KSD-TV's mobile unit went to one of the hardest hit areas and presented a live telecast at 8:20 a.m. while rescue crews were still digging in wreckage for buried victims.

In twister's path: the crumpled KTVI tower

NBC-TV's *Today* carried filmed footage of the disaster Tuesday at 8:30 a.m., followed by live coverage from KSD-TV's mobile unit at 9:30 a.m.

An around-the-clock news alert paid off for WIL St. Louis and listeners Tuesday morning when the station reported the facts of the tornado within eight minutes of its first blow, according to WIL. Within 45 minutes, five WIL mobile units were covering various disaster areas, and during the first three hours, WIL had made 60 news feeds to stations from Chicago to Los Angeles.

KXOK St. Louis played its part with on-the-spot coverage by a mobile unit whose reports were telephoned to "25 key stations across the nation," the station reports.

an open letter

to the men who still dream dreams

and hope hopes . . .

FROM: Lee Gorman

In an era and period when mediocrity is a way of life; in a time and temper that threatens to wipe out all the colors—leaving only white; in an age when the mood and mind of man is to turn from the challenge and the task, a lion is loose in the streets.

Made in a mold that has long since been broken, nurtured against a backdrop that has long since been destroyed is a man who, after 37 years of scarring and being scarred, is ready for his next assignment.

Somewhere there is someone who has a hill to climb or a river to cross—a high hill or a wide river. This, then, is your man.

Here is a man who conceived and created, fashioned and formed a state-wide network from the framework of one station with 11 employees and a yearly gross of $84,000. That network now employs 131 people and will gross $1,500,000 this year.

Here is a born professional salesman (and proud of it) that knows every phase and facet of our industry—and at every level. The New York Herald Tribune *named him "Man-of-the-Year" in 1955. The* American Heritage Foundation *honored him in 1956. Yes, here's a man who ran the 7th most popular* (ARB) *TV Station in the nation and its 3rd most popular* (PULSE) *Radio Station.*

Beyond this, here indeed is one of the last of the great salesmen; a man who willingly and openly loves to be in target range—and in anyone's business nowadays them kind of people is pretty hard to come by.

One of the most respected philosophers of the century wrote: "There is no doubt that the most radical division that is possible to make of humanity is that which splits it into two classes of creatures: those who make great demands on themselves, piling up difficulties and duties; and those who demand nothing special of themselves, but for whom to live is to be every moment what they already are; mere buoys that float on the waves."

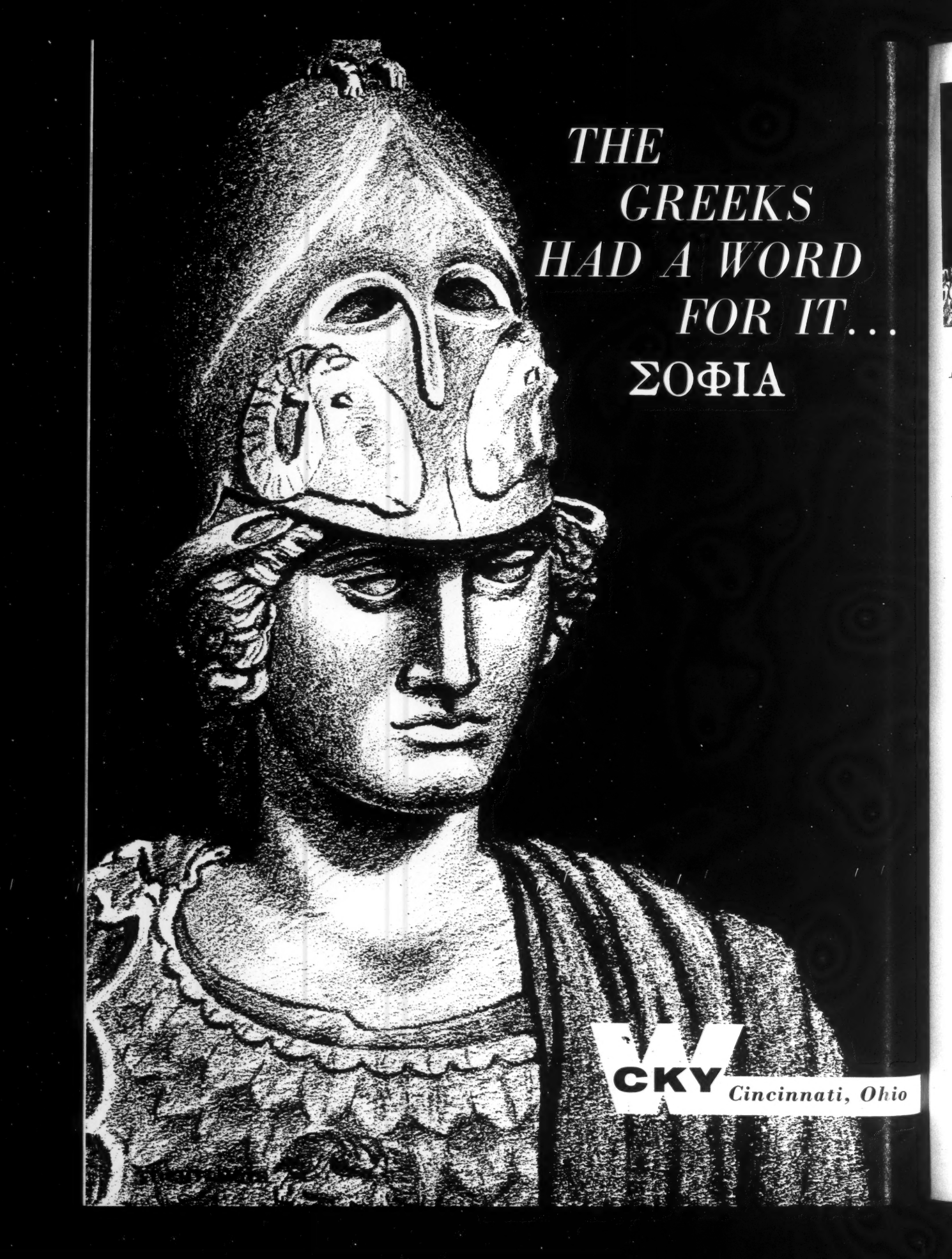
If you have some really unusual difficulties or if you wish to assign a mountain of duties or if you have some great desires and goals (and, yes, dreams and hopes) this is your man—and, most importantly, he can do the job.

Lee Gorman

New York

MU 5-1895

Box 726H BROADCASTING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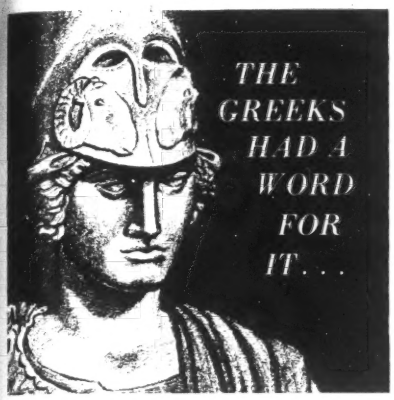
Cincinnati, Ohio



MINERVA

ΣΟΦΙΑ

Wisdom

MINERVA (Gr.—Pallas Athena) was thought by the Greeks to have had no mamma—supposedly she sprang, full grown and in full armor, from the brow of her father, Zeus (which strikes *us* as a likely story!). She may have given her father a terrific headache, but to the Greeks this goddess embodied Wisdom and Reason.

We like to think that a lot of agency time-buyers and WCKY advertisers have the same Minerva-like qualities of Wisdom and Reason, because after they have applied the logic of Reason to the buying of Radio time in Cincinnati, they exercise Wisdom in selecting WCKY to carry their advertising.

And the reasons are ample:

1. Adult listening audience
2. 50,000 Watts of Selling Power, covering ALL of the Cincinnati trading area.
3. Modern music, news and service, 24 hours a day.
4. Air salesmen who S E L L your product.
5. Listener loyalty built over 30 years of broadcasting.

. . . . . You can be a Minerva, too! Let Tom Welstead in WCKY's New York office or AM Radio Sales in Chicago and the West Coast, show you the REASON and the WISDOM in buying WCKY.

WCKY
50,000 WATTS
OF SELLING POWER

Cincinnati, Ohio

RTNDA help in Cuba

Radio Television News Directors Assn., concerned over criticism of radio-tv coverage of Cuba's war crime trials, has offered its services to Fidel Castro, head of the new government. Ralph Renick, WTVJ (TV) Miami, Fla., news director and RTNDA president, wired Castro that RTNDA would help arrange radio-tv coverage of future trials so coverage will be unobtrusive and will not lend a circus atmosphere to courtrooms.

Another development in court coverage centered around a bipartisan bill introduced in the Pennsylvania House of Representatives. This bill would put radio and tv newsmen in the same category as newspaper and wire service reporters in protection of news sources. A 1937 law provides protection for newspaper and press service reporters.

• Rep appointments

• WTMA Charleston, S.C., names the Branham Co., N.Y., as its national representative.

• KAKC Tulsa, Okla., and WTVC-TV Chattanooga, Tenn., have appointed Adam Young Inc., N.Y., as their national representative.

• Media reports

• American Broadcasting-Paramount Theatres Inc., N.Y., has announced a first quarter dividend of 25 cents per share on outstanding common and preferred stock, payable March 14, 1959, to holders of record on Feb. 20, 1959.

• CBS Inc. Wednesday (Feb. 11) declared a first quarter cash dividend of 30 cents per share on common stock, payable Mar. 13, to stockholders of record at close of business on Feb. 27.

• NBC will host student journalists from 500 New York area high schools at an all-day seminar—the "First Annual NBC Broadcast News Conference For High School Editors"—next Friday (Feb. 20). NBC Board Chairman Robert W. Sarnoff, in an address to the group, will explain plans for an "NBC Working Fellowship," to be awarded annually. During the conference students will interview the network's foreign correspondents over a live international hookup.

• Sen. Ernest Gruening (D-Alaska) will address 50 state winners of the Voice of Democracy contest in Washington Feb. 25 when the high school students wind up a four-day tour as guests of NAB and Electronic Industries Assn. The top winner will be awarded a $1,500 scholarship. Three other finalists will be offered $500 scholarships to the U. of Missouri School of Journalism. Veterans of Foreign Wars cooperates in the contest.

• Philadelphia will be the site of the 11th sales office of John Blair & Co., radio station representatives. The new area office begins operation March 2, with Henry G. Chadwick as manager, Mr. Chadwick has been sales representative for WIP Philadelphia since 1956.

• U. of Missouri, owner of commercial KOMU-TV Columbia, has installed closed-circuit tv equipment. The installation, known as KMIT-TV, telecasts classes in addition to those carried on KOMU-TV.

• WICB-TV, Ithaca (N.Y.) College closed-circuit campus station, has been informed by New York Telephone Co. that it may not use the facilities of Ithaca's community tv cable after June 30. The college station feeds programming into the community cable system for 3½ to 5 hours a week.

• WABG Greenwood and WKOZ Kosciusko, both Mississippi, have rejoined ABC Radio after several years of independent operation. WABG is 1 kw-D and 500 w-N on 960 kc. WKOZ is on 1350 kc with 5 kw.

• Boston U.'s School of Public Relations & Communications will award several scholarships in communications arts, journalism and public relations in the 1959-60 academic year. Information may be obtained from Dean Melvin Brodshaug at the university, 640 Commonwealth Ave., Boston 15.

• KMTV (TV) Omaha, Neb., at televised dinner Feb. 12 honored local civic leaders who made effective use of television in public service projects during 1958. KMTV's selection of person who was most outstanding in use of tv for public service was to receive station's first annual award for individual contribution.

• KRON-FM San Francisco is resuming broadcasting today (Feb. 16) after being off the air for four years, operating 5 p.m.-midnight with 13.5 kw ERP on 96.5 mc, every day but Sunday. Harold P. See, general manager of KRON-FM, said the station is preparing for multiplexing operations.

• KBIQ (FM) Los Angeles was scheduled to commence regular programming yesterday (Feb. 15). Station, owned by John Poole Broadcasting Co., is on 104.3 mc with 55 kw.

OUT OF VAULT, INTO LIMELIGHT

For years the Three Stooges couldn't get a play date; now their films are on tv and they have $350,000 in bookings

Once upon a time, "The Three Stooges," Moe, Curly and Larry, made two-reel comedies for Columbia Pictures—eight or nine of them a year—and it was a good living.

Then came television.

Before long a lot of movie houses were closing. In the bigger cities surviving houses were running double bills, and there wasn't room for two-reelers. The Stooges were still making them for Columbia because they had a contract, but some of the shorts were just going on the shelf, and others got most of their exposure in small town theatres. Lots of people had begun to forget the Stooges.

Then came television.

Last spring Columbia told Screen Gems, its tv subsidiary, to release 78 Stooges as a package. They went on the air beginning last September and started to "catch fire" in November, SG officials relate. These were the subsequent developments:

• The package has been sold in 75 markets (largely in major cities) and is virtually sold out in each. It is usually programmed across-the-board with a local format built around the comedies. Screen Gems reports ratings have been "phenomenal," putting the Stooges in first place for their time period in many markets. These examples are cited as typical: WGN-TV Chicago opened in October with a 3.3 ARB, went up to 10.7 in November, up to 19.0 in December; WPIX-TV New York opened with 2.4 in October, up to 11.3 in November and 15.1 in December; KFJZ-TV Dallas-Ft. Worth had 6.7 in October, 11.5 in November, 19.9 in December.

• Bookings for the team at theatres, auditoriums and night clubs have skyrocketed, with dates already set through the end of June. The clubs are adding matinees to accommodate the children, as well as setting aside the evening's first show for them. The kids, of course, bring their parents, who bring money. One club reported that it sold four tons of hamburger during the Stooges' engagement.

• Coral Records will issue the team's routines on a long-playing album.

• The Stooges have been booked on network tv, including the *Steve Allen Show* twice, and on *Masquerade Party*.

• Theatres are interested again. Bookings for the two-reelers have increased 200% since the tv series started.

• Columbia, which ended its contract with the Stooges at the end of 1957, is negotiating for a new series produced especially for tv. The team's agent is negotiating with several producers for a feature-length parody on "The Three Musketeers."

• Based on current bookings projected for 1959, the team expects to gross $350,000 this year, as compared with an average $80,000 annually for the past 10. Not one dime comes from the two-reelers themselves. Those on the market now are all pre-1948, and the Stooges have no ownership interest in them.

Moe Howard, the "mouthpiece" for the team, reminisced with BROADCASTING last week about the group's 36-year career in burlesque, vaudeville, night clubs ("we hated them"), motion pictures and now television. Mr. Howard, the "belligerent bully" in the act, is, offscreen, warm, friendly and obviously business-wise.

Asked if he didn't regret seeing Columbia getting all the money out of the reruns, he recounted a family business axiom: "My mother, bless her, was a successful real estate operator. She left me with this thought that I've always remembered: 'If you want to make a success in business, always leave room for profit for the other man'."

This is not to say that the Stooges are adverse to making money. Moe tried to buy the shorts from Columbia himself back in 1954, but recalls that his $1.25 million bid was "laughed out of the office." Failing that, he urged Columbia for years to make the tv release, but now concedes that Columbia's sense of timing was much the better. The films were saved until other children's reruns had run out their initial popularity.

Moe Howard and Larry Fine have been two of the Stooges since 1925. There have been other members of the troupe, including Moe's two brothers, Sam ("Shemp") and Jerry ("Curly"), both now dead. Joe De Rita, a longtime actor, joined the troupe in "Curly's" old role, but naturally does not appear in any of the two-reelers now playing tv.

The Stooges today: (l-r) Joe De Rita, Larry Fine, Moe Howard

Warner, Filmways set pact for facilities

Warner Bros. Pictures Inc., Burbank, Calif., and Filmways Inc., New York, last week announced they have entered into an agreement whereby Filmways may use Warner's West Coast facilities for production of tv film commercials and industrial films. Warner will use

early or late...
Western New Yorkers
keep their date
with

WBEN

NEWS
WEATHER
SPORTS

the highest rated service programs on Buffalo television

Whether it is the 6:27 pm - 6:45 pm time period or the 11:00 - 11:30 pm slot, WBEN-TV NEWS . . . WEATHER . . . SPORTS consistently gets the largest share of audience in Western New York, month after month.

Western New Yorkers are weather-conscious, news-interested and sports-minded. And WBEN-TV is too! Top talent is assigned to present these features backed by crack reporters, seasoned news-staffers and experienced motion picture camera crews.

The results are: locally produced shows of high caliber to attract *loyal and large audiences.*

If you have a sales message to say to the more than 2,000,000 consumers in the WBEN-TV coverage area and are cost-conscious, sales-interested and profit minded, check into the availability of participation or sponsorship of these popular service features.

EARLY		LATE	
Weather	6:27 pm	News	11:00 - 11:10 pm
News—Sports	6:30 - 6:45 pm	Weather	11:10 - 11:15 pm
HEADLINES		Sports	11:15 - 11:30 pm

HARRINGTON, RIGHTER and PARSONS
our national representatives will be happy to furnish all details

WBEN-TV

CBS IN BUFFALO

Your dollars count for more on Ch. 4

Filmway's New York studios for similar productions. Company officials said the move will lead to increased production, flexibility and economy.

Filmways produces tv film commercials and a variety of non-theatrical films and is active in tape. The company is expanding its facilities in New York by remodeling an upper Manhattan building to house two studios. Warner is active in tv films and industrial motion pictures through its subsidiary, WB/TV Commercial & Industrial Films Inc.

Baseball suit cites radio-tv

Testimony was scheduled to be resumed in New York Federal District Court last Friday (Feb. 13) in a $250,000 damage suit brought against the 16 major league baseball clubs and Commissioner Ford C. Frick by Frank D. Lawrence, president of the defunct Portsmouth (Va.) club of the Class D Piedmont League. Mr. Lawrence sued because he claimed his club suffered a loss of gate receipts resulting from radio-tv broadcasts of major league games into his area in violation of alleged safeguards.

Messrs. Frick and Lawrence testified Tuesday and Wednesday. The proceedings were deferred until Friday because of Lincoln's birthday.

Mr. Frick testified that he could not help solve the problem of major league radio-tv "invasion" of minor league territory for fear of causing anti-trust action against baseball.

Cites Agreement • Mr. Lawrence told the court that the broadcasting of major league games into minor league areas violated rule 1-A of the major-minor league agreement prohibiting "any appropriation" of territory by one club of that of another for a distance of 50 miles. His attorneys submitted affidavits designed to show the club's financial losses.

The suit was initiated by Mr. Lawrence in November 1954 and covers the years 1949-54. The Piedmont Club continued to operate through the 1955 season.

WBC news expansion

Westinghouse Broadcasting Co. has announced plans for a European news bureau early this spring. Headquartered in London, with correspondents probably in Paris and Rome and stringers throughout the continent, the emphasis at least for the first year will be on radio coverage. Some work, however, is expected to be done on tv documentaries.

Two years ago WBC set up a Washington bureau under Rod MacLeish, for the company's individual stations. Mr. MacLeish will lead the WBC forces in Europe using this same approach. His Washington replacement has not yet been selected.

Though WBC has not made its Washington news available to outside stations, it is considering offering the European service to a small number, according to programming vice president Richard M. Pack.

Lincoln busts • These heads of Lincoln, commissioned by BMI for art work with a series of radio scripts prepared for distribution this year, were sculptured by (1) Dr. Avard Fairbanks. Among those at the unveiling in the Archives Bldg., Washington, Feb. 9 were (c) Sen. John Sherman Cooper (R-Ky.) and Carl Haverlin, BMI president. Two other busts, depicting Abraham Lincoln at different ages, will be sculptured by Dr. Fairbanks. The four figures will be presented to the Federal government.

The BMI Lincoln programs are part of *The American Story*, which this year offers 60 scripts based on the title "The Abraham Lincoln Story, 1809-1959" and prepared by leading Lincoln and Civil War scholars. The programs, begun in 1954 as a joint project of BMI and the Society of American Historians, are being made available to radio and tv stations.

Brotherhood awards

The National Conference of Christians and Jews made its 1959 media awards last Thursday (Feb. 12) during the New York Brotherhood Week luncheon at the Hotel Astor. Top winners in television: "A Town Has Turned to Dust" (*Playhouse 90*, CBS, written by Rod Serling); *A Profile of Prejudice* (three-program series, WBZ-TV Boston), and *Danny Thomas Show*, episode of Feb. 19, 1958 (CBS). BBDO received a major award for its Brotherhood Week radio-tv copy and research.

Certificates of recognition for television: "The Town that Committed Murder" (*Lamp Unto My Feet*, CBS); "Light in the Southern Sky" (*Frontiers of Faith*, NBC); "Contemporary Church Music with Mr. Feia Sowands of Nigeria" (*Dean Pike*, ABC); "The American Stranger" (*Kaleidoscope*, NBC), and "China Boy" (*Buckskin*, NBC).

Radio certificates of recognition: *Virginia Pattern of Resistance* (CBS); *The Good Citizen in the Good Society* (WHDH Boston); "The Friend and Peter Stuyvesant" (*The Eternal Light*, NBC), and *Bricks for Friendship* (WCHB Inkster, Mich.).

Bishop Sheen on vtr

Bishop Fulton J. Sheen and National Telefilm Assoc. have jointly announced his tv return in new videotaped series entitled *Life of Christ*. First purchasers include NTA-owned WNTA-TV Newark, N.J., which will have early March premiere, and KMSP-TV Minneapolis-St. Paul.

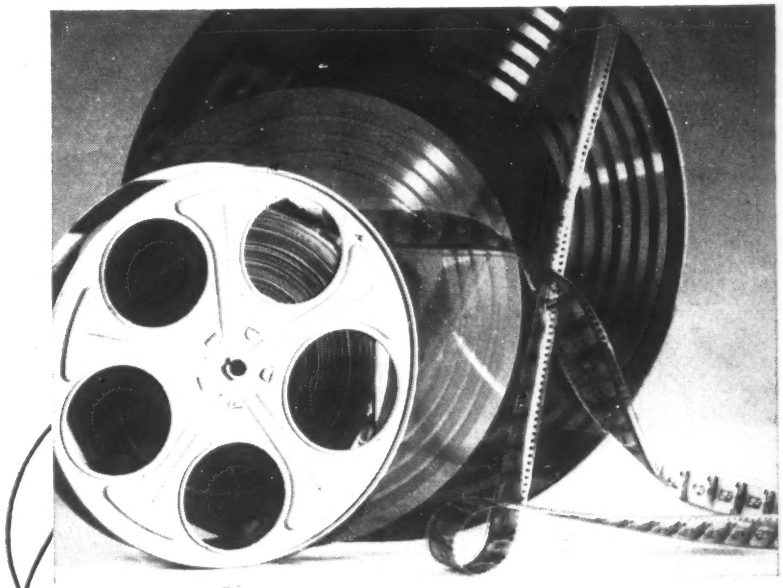
Feature movie ratings on increase—MCA-TV

Are feature films still holding tv audiences in competition with other programming fare?

The MCA-TV research department last week released the results of a survey of ARB ratings earned by its Paramount Pictures' features during 1958-59, compared with ratings recorded by the same stations at identical times a year ago. MCA-TV's conclusion: "In every case, the 1958-59 rating, with Paramount features, far out-strips each stations' figures of the previous year."

Shares of audience ranging from 50% to more than 80% have been recorded by many of the Paramount features, according to MCA-TV. The company cited these examples: a 28.1 ARB and 65.4% share of audience with "For Whom The Bell Tolls" over WTCN-TV Minneapolis on Dec. 6, 1958, as compared with 6.6 and 20.4% share of audience for the same time and date in 1957; a 24.8 and 52.4% share with "Little Miss Marker" over WCAU-TV Philadelphia on Jan. 5, 1959, as against 7.3 and 17.0% share in 1958, and a 15.2 and 62.8% share with "Road to Morocco" over KNXT (TV) Los Angeles on Jan. 5, 1959, against a 4.7 and 24.2% share in 1958.

"These examples are not isolated ones," Lou Friedland, MCA-TV vice president in charge of station sales, reported. "The large majority of stations obtain a 50% share of audience or more with high quality feature films. I think our study re-establishes the fact that top feature films are still rating 'block-busters' and proves they are as popular as ever."



When you gotta get the show on the road . . .

SHIP BY GREYHOUND® PACKAGE EXPRESS

IT'S THERE IN HOURS... AND COSTS YOU LESS!

Your packages go anywhere Greyhound goes . . . and Greyhound goes over a million miles a day! That means faster, more direct service to more areas, including many, many places not reached by other public transportation.

What's more, Greyhound Package Express offers this service seven days a week . . . twenty-four hours a day . . . even on week-ends and holidays! Packages get the same care and consideration as Greyhound passengers . . . riding on dependable Greyhound buses on their regular runs. And you can send C.O.D., Collect, Prepaid—or open a Charge Account.

So remember—anything from reels to records can be sent Greyhound Package Express.

Call your nearest Greyhound bus station or write to Greyhound, Dept. B2, 5600 Jarvis Ave., Chicago, Ill.

AMPEX PUTS VTR ON WHEELS

Demonstration cruiser on six-week tour

Advertising agencies, tv stations and networks, film producers and processers, educators and representatives of government, industry and business were among those witnessing demonstrations of the new Ampex Videotape Cruiser last Thursday (Feb. 12) at the Desilu Studios in Hollywood. A converted Flexible Co. bus, the cruiser houses a regular VR-1000 videotape recorder, two tv camera chains and a self-contained power source that permits the taping while in motion.

Such shots, taped from a zoomarlens equipped camera mounted atop the cruiser and showing a trip to Boulder Dam, Las Vegas at night and a fire in the Hollywood Hills, were shown during the demonstrations. Also included were sequences from two tv pilot programs taped in Las Vegas for Jonathan Yost as well as the opening of the *Atomic Submarine* pilot previously taped for this producer (BROADCASTING, Dec. 22, 1958).

The Las Vegas pilots are for a daytime series, *Lunch in Las Vegas,* with Bill Moore as master of ceremonies, and *Out of the West,* featuring top entertainers who are appearing in the resort city, with Del Moore as m.c.

Bob Day, Ampex manager of video promotion, conducted the demonstration, one of a series which will take the cruiser through the Southwest from Los Angeles to New Orleans. From New Orleans March 3, the bus will go to Nashville March 9, then to Chicago for the NAB Convention.

The Ampex Videotape Cruiser was first demonstrated Jan. 28 at Yuma, Ariz., when it was used to tape an industrial program for Ford Motor Co., showing Ford tractors. The tape was shown Feb. 3 to Ford tractor dealers and salesmen via NBC-TV closed-circuit. A repeat showing is being arranged.

Mr. Day made it plain that in these showings and tests, Ampex is just demonstrating its new mobile unit and has no plans to compete with its customers, broadcasters and producers, in offering taping services.

Ampex last week announced the shipment of a color videotape recorder to NBC New York, and of monochrome VTRs to KCPP-TV St. Louis; WGR-TV Buffalo; KTTV (TV) Los Angeles; KHJ-TV Los Angeles; WSLS-TV Roanoke, Va.; WRVA-TV Richmond, Va.; WTAE-TV Pittsburgh; KYTV (TV) Springfield, Mo.; WBBM-TV Chicago; WEWS-TV Cleveland; ABC and CBS Hollywood; KONO-TV San Antonio; Minnesota Mining & Mfg. Corp., Hutchinson, Minn.; ORRadio, Opelika, Ala.; Sakata Shokai, Kobe, Japan; Rank Cintel, London, England; Berlin Distributors, Paris, France.

New NBC tape center

NBC Telesales Dept. has established a new teletape center completely equipped for modern videotape production, it was announced last week by Robert L. Stone, network vice president, facilities operations. Located at NBC-TV's redesigned studios, 67th St. and Columbus Ave., New York, it will be for videotaping commercials, plus originating special closed-circuit programs and kinescoping for sales training and promotion.

Have tape, will travel: Ampex' new videotape cruiser

COLORCASTING

Here are the next 10 days of network color shows (all times are EST):

NBC-TV

Feb. 16-20, 23-25 (2-2:30 p.m.) **Truth or Consequences,** participating sponsors.

Feb. 16-20, 23-25 (2:30-3 p.m.) **Haggis Baggis,** participating sponsors.

Feb. 16, 23 (10-10:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell.

Feb. 17 (8-9 p.m.) **Eddie Fisher Show,** Liggett & Myers through McCann-Erickson.

Feb. 18, 25 (8:30-9 p.m.) **The Price Is Right,** Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson Co.

Feb. 18, 25 (9-9:30 p.m.) **Milton Berle Starring in Kraft Music Hall,** Kraft Foods through J. Walter Thompson Co.

Feb. 19 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson Co.

Feb. 19 (10:30-11 p.m.) **Masquerade Party,** P. Lorillard through Lennen & Newell.

Feb. 20 (7:30-8 p.m.) **Northwest Passage,** sustaining.

Feb. 20 (8-9 p.m.) **Ellery Queen,** RCA through Kenyon & Eckhardt.

Feb. 21 (8-9 p.m.) **Perry Como Show,** participating sponsors.

Feb. 22 (5-6 p.m.) **March of Medicine** presents "MD International," Smith, Kline & French through Doremus Eshelman.

Feb. 22 (7:30-8 p.m.) **Music Shop Starring Buddy Bregman,** sustaining.

Feb. 22 (8-9 p.m.) **Steve Allen Show,** Greyhound through Grey, Polaroid through Doyle Dane Bernbach.

Feb. 22 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

Feb. 24 (8-9 p.m.) **George Gobel Show,** RCA through Kenyon & Eckhardt.

AFM tv film fee goes to N.Y. court

Republic Pictures' $6 million suit against the American Federation of Musicians over allegedly "forced" residual contracts for films sold to tv appears headed for full litigation.

A spokesman for Republic Pictures said last week that he expects the trial to begin by "the end of the year" in New York Supreme Court. The final legal barrier was removed Feb. 3 when the appellate division of the New York Supreme Court affirmed the ruling of the lower court that Republic had shown "sufficient evidence" to establish its right to a full trial on the issue. AFM counsel asked for a summary judgment but the court rejected this motion. In essence, an AFM spokesman explained, the union's motion called on the court to stop the action because AFM affadavits "proved" that the issue did not merit a trial.

The suit was brought on behalf of Republic Pictures, Republic Productions and its tv subsidiary, Hollywood Television Services. It charges that Republic, along with other film producers-distributors, was "coerced" into signing an agreement in April 1946, whereby

AFM musicians would be repaid for original services for theatrical films sold to tv, and an added 5% contribution of total revenue would be made to the Music Performance Trust Fund. Republic contended that union musicians were not permitted to work for any producer until this agreement was signed, and further claimed that this condition was imposed by AFM before 1946, 1948, 1952, 1955 and 1956 collective bargaining agreements were negotiated.

Though Republic is the only producer-distributor involved in the action, the ruling opens the door for any other company interested in starting similar legal moves. Republic is seeking $600,000 paid under the residual contract in addition to $6 million in damages.

NBC 'STARDUST' New radio network plan gets tv ride

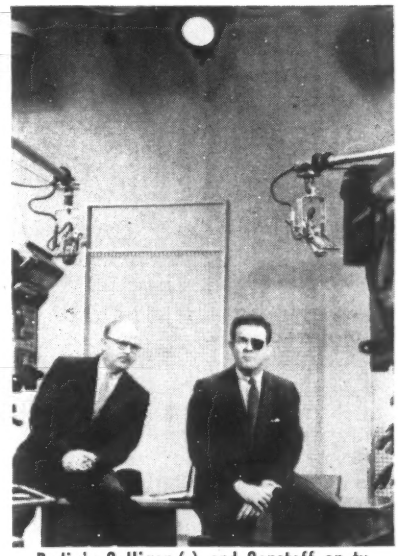
NBC Radio officials gave affiliates the details of their new *Stardust* program plans (CLOSED CIRCUIT, Feb. 9) last week, for the first time using a television closed circuit to break a radio story.

A total of 136 NBC-TV affiliated stations were linked on the 26-minute closed circuit Monday afternoon (Feb. 9) so that the operators of the stations' am affiliates could get the word on the 17 five-minute star-name programs NBC Radio plans to introduce into its Monday-Friday schedule. Radio affiliates without tv adjuncts were advised as to the nearest tv station where they could watch the closed circuit and in addition the program was simulcast on a radio closed circuit to all 199 radio affiliates.

The new programs, to be broadcast at 25 minutes past the hour, will be sold by both the stations and the network on an alternating major-minor basis. On one, the network will sell the minute and the stations the half-minute; on the next, the stations will get the minute and the network the half-minute. Network officials emphasized that stations will be compensated at regular rates for all time that is sold by the network. In turn, the stations will pay co-op rates.

Aim for March • Matthew J. Culligan, NBC executive vice president in charge of the radio network, said the new project had the unanimous backing of the NBC Radio Affiliates Advisory Committee and that returns from other affiliates following the closed circuit were enthusiastically favorable. He hoped to launch the new programming in March.

Among critics of network sales policies, however, the plan was denounced as "barter in disguise" and likened in this respect to CBS Radio's new Program Consolidation Plan. Under the CBS PCP, affiliates agree to clear programs for network sale in return for other programs for local sale.



Radio's Culligan (r) and Capstaff on tv

Critics of the NBC move contended that stations are required to pay flat co-op fees for the programs, whether they sell them or not. But a station will not be required to pay co-op fees in excess of the compensation it receives from the network—in which case, according to this line of reasoning, the station would be "swapping" or "bartering" its time for the programs.

NBC Radio officials countered that it would be "wild coincidence" if stations wound up with no better than such a "wash deal." From the stations' standpoint, they continued, it could amount to a wash deal at worst, with the stations unable to lose under any circumstances. Moreover, they asserted, in actual practice it's virtually certain that the stations would get more from the network than the network gets from them.

Talent Lineup • Bob Hope, Groucho Marx, Bob & Ray, Marlene Dietrich and others of that stature are among the performers NBC plans to use in the five-minute entertainment vignettes. Although generally scheduled at 25 minutes past the hour, starting at 7:25 a.m., there would be some exceptions. *My True Story*, for instance, which runs at 10:15-10:30 a.m., would not be cut; instead, two of the five-minute programs would be slotted within the 11:05-to-noon *Bandstand* program. In the afternoon, however, *Don Ameche Real Life Stories* (2:05-2:30) and *Five-Star Matinee* (3:05-3:30) would each be shortened by five minutes at the end. Net results would be about five hours of new programming per week.

The radio-tv closed circuit, employed the talents of comics Ernie Kovacs and Bob & Ray along with the business presentations by Executive Vice President Culligan, Radio Programs Vice President Al Capstaff and Radio Sales Planning Vice President George A. Graham Jr.

NTA to distribute Gross-Krasne product

National Telefilm Assoc., New York, has entered into a long-term agreement with Gross-Krasne Inc., Hollywood, under which all G-K television programs will be distributed by NTA, Oliver A. Unger, president of NTA, announced last Wednesday (Feb. 11).

The arrangement means the absorption of Gross-Krasne-Sillerman Inc., New York, distribution arm of G-K. Michael M. Sillerman, president of G-K-S, has joined NTA as president of the new NTA Program Sales Div.

The G-K series that will be added to NTA's catalog of half-hour programs are: *Glencannon, Sea Hawk, African Patrol, Flying Doctor Fate* and future G-K properties.

Personnel absorbed by NTA from G-K-S, in addition to Mr. Sillerman, include the sales staff: Mel Schlank, Robert Brahm, Leonard Gruenberg, Lynn Phillips Jr., Robert H. Hill, Raymond Wild, Arthur Spirt, Michael Gould, Lynn Hall, E.L. Colburn, Allen Hundley, Ed Lewis, Les Loeb, Jeff Davids, Smith Binning and Fred Frank Jr. Jerry Franken, assistant to the president of G-K-S, has joined NTA's publicity department.

Before joining G-K-S, Mr. Sillerman was executive vice president and sales head of Television Programs of Amer-America and earlier with Ziv Tv Programs as a senior sales executive.

Mr. Sillerman: now an NTA president

BANK ROLLER

wires Hugh L. Kibbey, National Sales Manager

WFBM-TV

INDIANAPOLIS

Yankee Doodle Dandy blitzed the opposition in Indianapolis. Hugh L. Kibbey, WFBM-TV National Sales Manager, didn't wait to write. Here's what he wired about the James Cagney song-and-dance smash:

"Yankee Doodle Dandy special showing on Xmas day huge success. Much much favorable reaction and already we have potential bank-roller for repeat showing July 4."

The ratings show that "Dandy" glues 'em to the set. WFBM-TV ran it from 5 p.m. to 7 p.m. Dec. 25 and pulled down a big 18.0 against 6.4, 3.4 and 2.9 for competition! *Almost triple the next highest rating.*

Like WFBM-TV, smart programmers all over the country are going to town with Yankee Doodle Dandy. Don't let this money maker get away! Only two showings available up to July 5th. Program it now!

u.a.a.

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CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., RIverside 7-8953
LOS ANGELES, 9110 Sunset Blvd., CRestview 6-6886

• Program notes

• Comedian Sid Caesar will try his hand at film production. His Shellrick Corp., in association with Screen Gems, is scheduled to begin production late in March on *It's A Living,* a half-hour situation comedy series created by William Sackheim and Arthur Orloff in which Mr. Caesar will star.

• ABC-TV has put on the market an *Annual Sports Award Show* to be programmed on a Sunday evening at 9:30, upon obtaining a sponsor. The program will feature top sports personalities of the year with 14 awards presented in as many categories of sports. The network hopes to make annual presentations of this type. The network says the sports special is available for full sponsorship at approximately $193,330 and for half-sponsorship at approximately $104,011.

• Actor Robert Taylor will star in a new half-hour action-adventure series on ABC-TV, Thomas W. Moore, ABC vice president in charge of tv programming has announced. Mr. Taylor's as yet unnamed series will be specially produced for the network by Robert Taylor Productions which last week joined forces with Four Star Films and Sussex Films to produce the program.

• Galaxy Attractions Inc., N.Y. and Towers of London Ltd. report they will co-produce a series of hour-long tv films based on Sir Winston Churchill's *A History of the English Speaking Peoples.* A minimum of five hour-long episodes is planned. Filming is scheduled to begin next month in London. Galaxy will distribute the films in the western hemisphere and ABC Television Ltd. of London in the eastern hemisphere.

• Bing Crosby Productions and ABC-TV launch projected 10 tv programs with the filming of *Lincoln Jones,* half-hour series starring James Whitmore as crusading attorney. Work on the pilot has started in Hollywood through auspices of a company to be formed by series' creator, Sy Gomberg, who has motion picture writing and production background.

• Boy Scouts of America has given the go-ahead for a commercially sponsored network television program depicting scout deeds to Stuart Reynolds Productions of Beverly Hills, Calif. Production of the weekly half-hour series, tentatively entitled *Trailblazers,* is scheduled to begin in June. Mr. Reynolds was in New York last week negotiating for a network and sponsorship. BSA has stipulated that sponsorship be diversified so that no one advertiser becomes identified with the organization.

• Telecasting Services Inc. (closed-circuit tv facilities) has affiliated with Fred A. Niles Productions, Chicago, and moved into new quarters ajoining the Niles plant at 1058 W. Washington Blvd., that city. Firm is headed by Walter Thompson and includes such services as RCA image orthicon cameras, mobile field equipment and large-screen projectors.

• Communication Productions Inc., (production-presentation of closed-circuit telecasts), New York and Boston, has opened offices at 1352 Beacon St., Brookline 46, Mass. Telephone: Longwood 6-0607.

• Hank Saperstein of H. G. Saperstein & Assoc., (tv packager-merchandiser) Beverly Hills, Calif., and a group of midwest financiers headed by Arthur Greene, feature movie investor, have set up a tv film package investment trust in Chicago.

• WFIL-AM-TV Philadelphia have been awarded the American Meteorological Society's first Seal of Approval for weather programs. Dr. Francis K. Davis, the stations' weatherman, accepted the seal on behalf of WFIL-AM-TV.

• WTOP Washington presented Secretary of the Army Wilber M. Brucker with the tape of the station's award-winning coverage of the launching of Explorer I. The occasion was the first anniversary of the satellite's launching. WTOP's coverage of the event won a top Radio & Television News Directors Assn. award.

• The appearance of Soviet Deputy Premier Anastas Mikoyan on NBC's *Meet the Press* has resulted in a record number of requests for printed scripts of the show. It was broadcast on NBC-TV Jan. 18, 6-7 p.m. EST and the same evening on NBC at 6:30-7:30. Copies are obtainable from National Publishing Co., 301 N St., N.E., Washington 2, D. C. Price of the transcription is 10 cents per copy.

• Amay Inc. (recording studios), Chicago, is installing a branch studio in the downtown offices of Standard Radio Transcription Services Inc., 360 N. Michigan Ave.

• Radio & Television Packagers Inc., N.Y., has produced two half-hour episodes of new tv series, *Jimmy and the Banshees,* starring comic-pantomimist Jimmy Savo. Series is planned for network sale on a 52-week basis. It will star Mr. Savo as a painter, who dwells in fantasy.

In Reverberation,

ONE WORD IS BETTER THAN 10,000 PICTURES!

The word is: EMT-140

And, Mr. John F. Box, Jr., Executive V.P., the Balaban Stations, words about the EMT-140 make it even more imperative that you look into this unit . . . and what it will do for you. Mr. Box says:

". . . use of the EMT-140 at the three Balaban Stations — WIL, St. Louis, WRIT, Milwaukee, KBOX, Dallas — . . . exceed our expectations.

The units are in constant use for recording and production and the engineering divisions indicate that they have given perfect performance and that they consider the EMT-140's the finest units . . ."

But, listen for yourself. The EMT-140 — — added to your system easily . . . adds that extra presence, that extra quality, that will make your broadcasting stand out above competition's.

Send us a recorded tape. We'll add the quality of the EMT-140 . . . no coloration, and no degradation. You'll see that with the EMT-140, HEARING IS BELIEVING!

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FCC ON BOOSTER BANDWAGON

Vhf booster push gains headway as FCC does about-face under pressure from Hill

A bedeviled FCC last week double-clutched, shifted gears and swung into a U-turn on the heated vhf, on-channel television booster road.

The Commission announced it had instructed its staff to make a new study of the controversial booster situation. The move came a scant 30 days after the FCC had announced—for the third time—that unlicensed boosters would have to close down, and a bare two weeks after a turbulent rally of boostermen and state officials in Denver (BROADCASTING, Feb. 2).

The official FCC announcement last week stated that the staff has been instructed to prepare a study for further consideration of the Commission summarizing the various rules and standards under which vhf translators and boosters might be licensed. It stated that the study should include a possible rule amendment to provide minimum safeguards against interference and drift.

The staff was also ordered to prepare a draft for legislation which would amend Sec. 319(a) and 318 of the Communications Act. Sec 319(a) prohibits the issuance of a license for any station constructed prior to the issuance of a permit. Sec. 318 requires an operator to be in attendance for all broadcast stations.

Backed against the wall by weight-throwing western congressmen, the Commission seemingly capitulated completely last week. Congressional pressure for the continuance of boosters continued strong; 18 senators co-sponsored resolutions directing the FCC to authorize boosters to continue and one bill, a joint resolution and 16 concurrent resolutions were introduced in the House for the same purpose.

The push for vhf boosters got a powerful potential ally in the big Triangle Publications group last week when the multiple owner asked the FCC for permission to put an experimental vhf co-channel "amplifying transmitter" in Johnstown, Pa., 30 miles from Triangle's ch. 10 WFBG-TV Altoona, Pa., site.

The application stated that if tests prove successful in remedying WFBG-TV coverage deficiencies the station would ask for rule-making to authorize vhf amplifying transmitters.

Johnstown is within WFBG-TV's Grade A service area, WFBG-TV said, but terrain obstacles throw a shadow over most of the area.

At the same time, an opposition to a previously requested experimental on-channel booster at North Greenbush, N.Y., was filed by ch. 10 WJAR-TV Providence, R.I. WJAR-TV asked the FCC to dismiss an application filed by ch. 10 WTEN(TV) Albany, N.Y., for a low-powered, on-channel booster at the North Greenbush site. WJAR-TV said the proposed booster is 137 miles from its own transmitter, which is less than the 170-mile minimum required by FCC rules.

And laid before the FCC two weeks

KARK
REACHES
MORE
RADIO
HOMES
THAN ANY OTHER LITTLE ROCK STATION
SEE PETRY FOR DETAILS ON NIELSEN SURVEY AND KARK'S BIG BONUS CIRCULATION

ago was a petition by 17 western tv stations asking the FCC to reconsider its Dec. 30 order denying the operation of boosters and to hold a fact-finding and engineering inquiry to determine whether on-channel vhf boosters could not be authorized.

The booster problem began to plague the FCC in 1954 and 1955 when hundreds of unlicensed boosters arose in the mountainous western states to serve hamlets and villages too remote from regular tv signals—or unable to receive such signals because of intervening mountains.

In 1956 the FCC issued cease and desist orders against a group of such boosters. These orders were appealed, and in 1957 a District of Columbia federal circuit court ruled in favor of the FCC's jurisdiction.

In June 1957 the Commission issued an order denying petitions for the authorization of on-channel, vhf boosters. The governor of Colorado asked for reconsideration and a rulemaking inquiry was again instituted.

The Commission's order last December made a "final" determination that such boosters should not be permitted because of the possibility of interference and of equipment instability. It ordered existing boosters to convert to uhf translator service or cease operating in 90 days (later extended to six months). It also forbade the construction of any new boosters.

FCC Comr. T. A. M. Craven dissented from this order. He felt, he said, that some method should be evolved to premit continued operation of boosters under reasonable and practical regulations.

Within a week after the Commission's booster order, Kenneth Cox, special tv counsel to the Senate Commerce Committee, issued his special report on small town tv. In this he urged that the FCC find some way to approve the operation of tv boosters (BROADCASTING, Jan. 12).

There are believed to be about 1,000 unlicensed tv boosters in operation.

Mack trial delayed

Trial of former FCC Comr. Richard A. Mack and his friend, Thurman A. Whiteside, Miami attorney, for conspiracy to defraud the government has been continued to April 7. Originally scheduled for today (Feb. 16), Chief Judge F. Dickinson Letts of the U. S. District Court for the District of Columbia approved defense counsels' motions to delay the trial because they needed more time to prepare the case and also because they had prior commitments (BROADCASTING, Feb. 2).

Hogback acceptable to CBS—WSPA-TV

CBS-TV has assured WSPA-TV Spartanburg, S.C., it would not cancel its affiliation with that station if it were required to move to its originally-assigned Hogback Mountain site, Walter Brown, station president, said last week in direct (written) testimony submitted in the court-remanded ch. 7 case. A prehearing conference is scheduled Wednesday (Feb. 18) in the re-opened case.

Mr. Brown said that while CBS was unwilling in 1954 to sign with WSPA-TV at a Hogback site because of some duplication of coverage area with WBTV (TV) Charlotte, N.C., William Lodge, CBS-TV station relations vice president, has assured him the network won't cancel if WSPA-TV moves from its present Paris Mountain site to Hogback. Besides, Mr. Brown said, the network couldn't very well afford to not use one of the three vhf stations in the Spartanburg area because listeners demand a better signal than that which WBTV could put into the area.

Mr. Brown enclosed WSPA-TV's estimate, made last year, that it would take 12 months, cost $250,000, result in a "definite but not definable loss of service" from set orientation disruptions and disrupt programs to an "unknown" extent should WSPA-TV be required to move to Hogback. The estimate was made in answer to a question by the U.S. Appeals Court for the District of Columbia on results if the move were required.

WSPA-TV was granted ch. 7 in November 1953 for a Hogback site, but before construction requested and received a temporary permit to locate on Paris Mountain. WGVL (TV) Greenville and WAIM-TV Anderson, S.C., both uhfs, protested. WSPA-TV then surrendered the temporary permit and asked for and was granted a regular permit for Paris Mountain. This also met objections from the two uhfs. They appealed FCC denials and were supported by the court in a March 1955 decision. The FCC in July 1957 reaffirmed the grant for Paris Mountain. The FCC decision was reversed by the court in May 1958 and the record ordered re-opened. The court differed with FCC's position that loss of tv service resulting from location on Paris rather than Hogback was justified by the new service in other areas. The court also refused to accept the FCC's position that WSPA-TV did not make a "willful" misrepresentation in failing to tell the FCC that the Paris Mountain location was necessary to get an affiliation with CBS.

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PROXMIRE WANTS TO DUMP FCC

Judges to supplant seven commissioners asked in Wisconsin senator's proposed bill

The Congress will be asked to abolish the seven positions of commissioners of the FCC.

In their stead, Sen. William Proxmire (D-Wis.) plans to introduce a bill calling for communications decisions and grants to be made by a panel of judges with 3-5 members. The position of communications administrator would be established to handle routine actions and decisions.

Sen. Proxmire said last Wednesday (Feb. 11) that he would introduce his bill "within a few weeks." He said many provisions of the bill have not, as yet, been finalized.

The current staff of the Commission would be left intact, he stated, with hearing examiners and the bureaus to continue under the judges and administrator. "I have heard no criticism of the Commission staff," the Wisconsin Democrat said.

Under the legislation, the judges would receive life-time appointments with judicial standing. Each judge would specialize in a particular field and he alone would make decisions in that field. For instance, one judge would make tv decisions, another would handle telephone matters, etc. They would be appointed by the President.

Appeals of their decisions would be made through the existing judicial structure.

Sen. Proxmire said he has been thinking about such legislation for some time and that the House Legislative Oversight exposures "added fuel to my convictions." He continued: "I feel very strongly that it is very essential that the enormously powerful decision-making functions of the FCC—which affects 10's of millions—should be handled in the most judicial way and should be insulated as much as possible from political pressure."

No litigant would even consider trying to influence a judge except on merits and the record, he said, and his bill would be the best way to accomplish a similar climate in broadcast decisions.

Salaries of the judges and administrators have not been determined as well as tenure of the latter, Sen Proxmire said. The bill has been discussed with several other senators who are in agreement with its objectives, he stated.

The Proxmire proposal is similar to a bill ordered drafted, but never introduced, a year ago by Sen. Warren Magnuson (D-Wash.), chairman of the Commerce Committee (BROADCASTING, March 17, 1958). That bill, which still is active in committee files, would have abolished the FCC in favor of a communications administrator (who would be charged with making all decisions) and a three-judge communications court of appeals (to which all appeals of the administrator's decisions would be directed). Therein lies the principal difference between the two proposals.

Sen. Magnuson stated a few weeks ago that "we've just got to do something about those commissions" (BROADCASTING, Jan. 5). He said the ripper bill would be considered, along with many other expected reform bills, and that the committee would approve a measure containing the best features of each.

Sen. Proxmire: wants lifetime judges

Sen. Proxmire's bill, when it is introduced, will be referred to Sen. Magnuson's committee. The Wisconsin Democrat said that he planned to discuss his measure with Sen. Magnuson before it is introduced.

Harris stays at helm

Rep. Oren Harris (D-Ark.), chairman of the House Interstate & Foreign Commerce Committee, last Thursday (Feb. 12) announced that he would continue as chairman of the new Communications & Power Subcommittee. Jurisdiction over power was added to the subcommittee during the 86th Congress, while transportation matters were assigned to a new body.

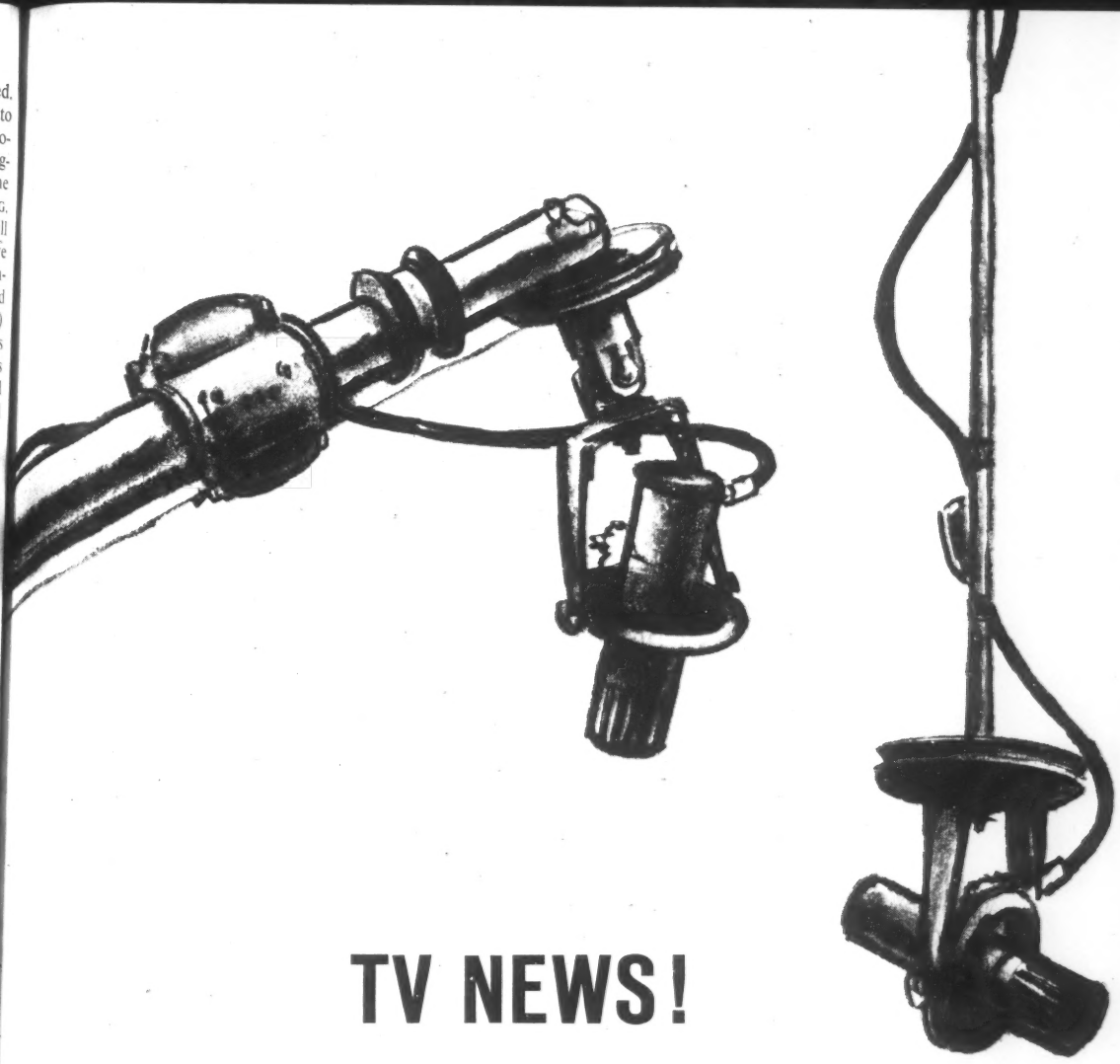
CBS

WBNS RADIO

COLUMBUS, OHIO

John Blair & Co., Representatives

We DO NOT play and rotate "the top 100" records. We DO broadcast 27 of "the top 33" programs, listed by Pulse.



TV NEWS!

TV GUIDE circulation now more than 7 million—largest-selling weekly magazine in all history

The world of television is the only beat of TV GUIDE magazine.

And America's increasing absorption in TV—its programs, its people, its progress—has been mirrored in TV GUIDE's unparalleled circulation climb.

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The growth of TV GUIDE is indeed as dramatic as the growth of television itself.

TV GUIDE

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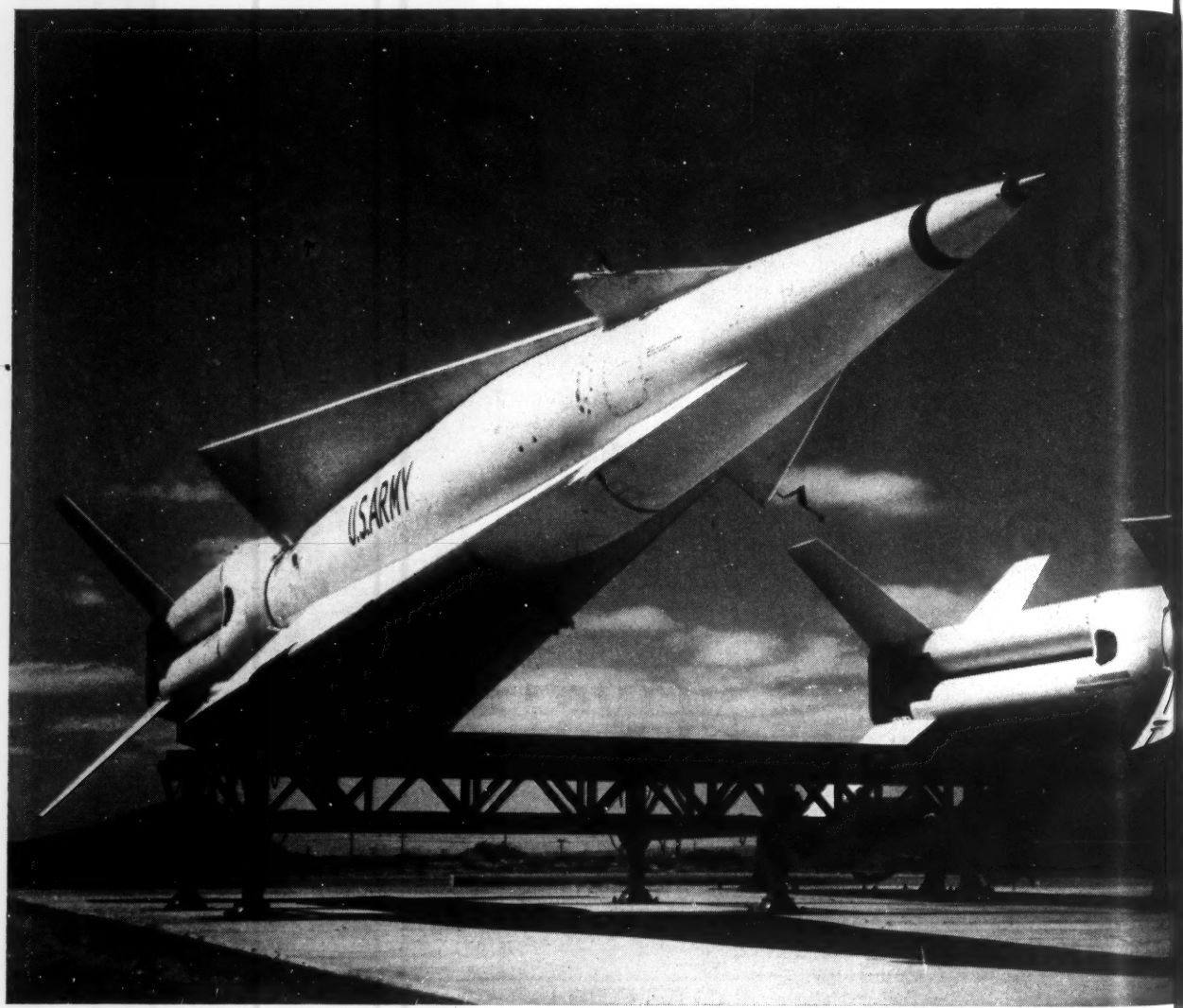


NEW NIKE guided missile, the U.S. Army's Nike Hercules, is now going into service alongside the earlier Ajax at Nike sites near key U.S. cities. Guidance equipment for Nike systems is made at W.E.'s North Carolina plants.

THE MEN of Western Electric's Field Engineering Force instruct and advise the Armed Forces on W.E.-made equipment that helps direct guns, bombs and missiles for the Army, Navy and Air Force.

DEW LINE of radar stations, built by W.E. for the Air Force in 32 months, is now being extended across the Aleutians. Hundreds of Bell System people bucked the Arctic to help build it.

NATIONAL DEFENSE

From the DEW Line in the Arctic to the Nike Systems here at home, Western Electric's telephone experience has been put to work in the nation's defense.

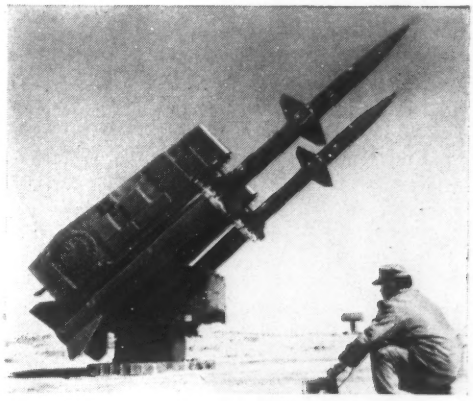
Telephone work may seem a far cry from the building of the DEW Line or production of the Nike guided missile systems. Yet, Western Electric was asked to handle these and other important defense assignments precisely because of the special capabilities it developed as manufacturing and supply unit of the Bell Telephone System.

Our being asked to produce the Nike and Terrier guidance systems—plus radar systems for guns, bombs, planes and ships—stems from Western Electric's experience as a manufacturer of telephone communications equipment. Because of the close integration of our efforts with those of Bell Laboratories and the Bell operating telephone companies, we've developed an ability to turn ideas swiftly and smoothly into working realities.

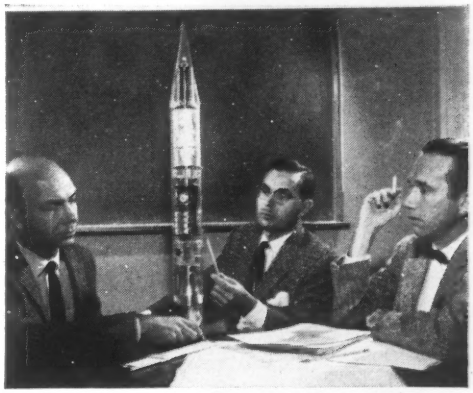
Our being asked to build the DEW Line and provide management services for SAGE – gargantuan problems in logistics – becomes understandable in light of Western Electric's supply job for the Bell System: marshalling men and materials, coordinating the activities of thousands of suppliers, to provide the things needed for telephone service.

In short, Western Electric's experience in handling vast projects of great technical complexity – plus its ability to bridge the gap between research and operation—presents a ready-made package of know-how useful to the government.

We are glad that our Bell telephone work has so equipped Western Electric to serve the nation's defense.



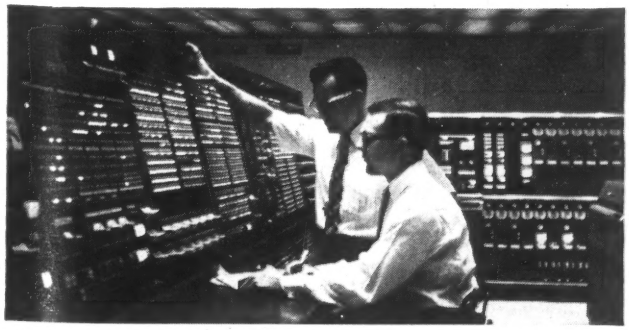
TERRIER. As prime contractor for the ground guidance equipment of the Marines' Terrier – a mobile guided missile system – Western Electric helps provide anti-aircraft protection on beachheads.



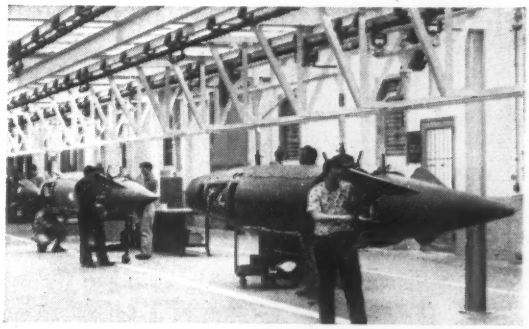
DOLLAR-A-YEAR JOB. At the request of the Atomic Energy Commission, Western Electric manages the Sandia Laboratories in Albuquerque, New Mexico. Mission: to help bridge the gap between research and production of complex atomic weapons.

Western Electric

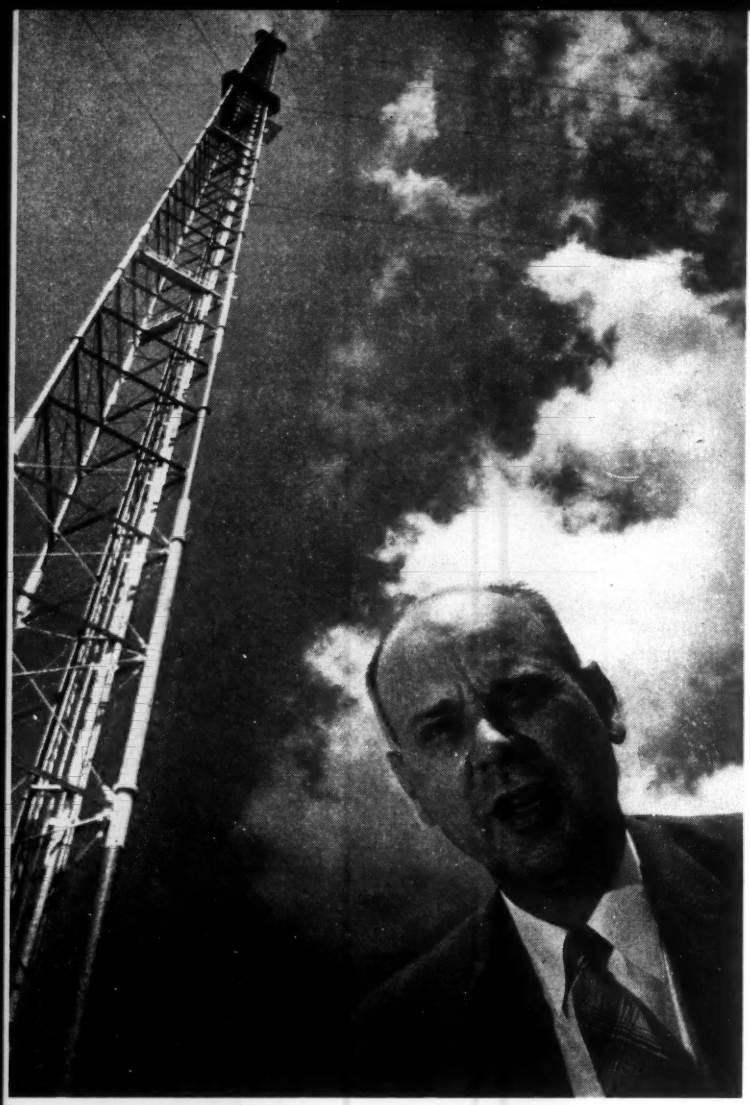
MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



SAGE NERVE CENTER. Western Electric is responsible for management services during the building of the Air Force's vital SAGE project, which is making the nation's air defense semi-automatic.



NATIONWIDE TEAM of 5,900 companies, part of W.E.'s supplier force of 37,000, helps with defense work. Among them Douglas Aircraft, maker of Nike air frame.



Our antenna is brand new but we've transmitted from this Dresser-Ideco tower since 1951

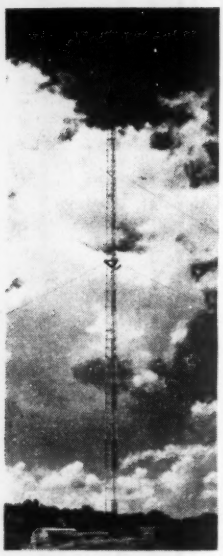
"I'm Bob Holbrook, Chief Engineer for WSB-TV Atlanta. Recently we decided to replace our original antenna with a new RCA TF-12AL and increase our overall tower height 17′.

"As a result of these changes, we have noted not only the increase in coverage radius anticipated and improved fill-in of the entire area, but a marked improvement in the quality of the transmitted picture. We feel that this installation has made full use of the advanced technology in antenna and transmission line design.

"The change-over was a complex job and required extensive modification of the tower Dresser-Ideco built for us in 1951. To assure a structurally-sound installation, we called in Dresser-Ideco to plan the changes. They calculated the alterations in the tower and guys necessary to support the new equipment and designed and fabricated the new tower members needed. Then Dresser-Ideco supplied the erection contractor with detailed drawings and instructions for making the modifications and installing the new equipment.

"Dresser-Ideco worked from the original drawings and design calculations for our tower and gave the modification job the same careful attention that impressed us when they built the original tower. The new antenna installation moved along at a fast pace, with completion on schedule."

Dresser-Ideco's unique tower modification service is available to all Dresser-Ideco tower owners. A permanent file is maintained of all tower drawings and design calculations. This modification service is another of the many exclusive extras you get when you specify Dresser-Ideco, the nation's most experienced tower builder. Call your broadcast equipment representative or contact us direct. Write for Tower Catalog T-57.



How WSB-TV tower was modified for new TF-12AL antenna

1. Existing tower inspected, damaged members replaced, all bolts tightened.
2. New guy pulloffs installed, diagonals and girts reinforced.
3. New guy anchor material installed.
4. New guys installed and tensioned.
5. Existing 14-layer channel 2 super-gain antenna and AM antenna removed, all tower steel above 798′ level removed.
6. New steel installed above 798′ level.
7. New RCA TF-12AL antenna and new side-mounted Collins FM antenna installed.
8. New transmission lines installed where required.
9. All guys retensioned.
10. All areas affected by modification repainted.

The Dresser-Ideco radar antenna structure in the center of the deck of this Texas tower is another example of the variety of towers designed and fabricated by Dresser-Ideco's large, diversified Tower Division. This installation is off the north Atlantic coast, east of Cape Cod.

See, hear "How a Taller Tower Can Pay Off for You." Visit our booth at the NAB Convention, March 15-18, the Conrad-Hilton.

Dresser-Ideco Company

DIVISION OF DRESSER INDUSTRIES, INC.

TOWER DIVISION, DEPT. T-84, 875 MICHIGAN AVE., COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

DRESSER IDECO

WDAY SUIT TO TEST LIBEL LAW

Supreme Court may clarify Sec. 315

The 30-year-old, vexatious Sec. 315 provision of the Communications Act —and its predecessor the Radio Act of 1927—is scheduled to be tested in the United States Supreme Court, March 5.

This is the tentative date for argument on the biennial hairshirt of broadcasters. It will be heard in the $150,000 damage suit filed by the Farmers Union against WDAY Inc., Fargo, N.D

Briefs by the Farmers Union, WDAY and NAB were filed with the Supreme Court last week.

At issue is the question whether Sec. 315 confers immunity on broadcasters against damage suits for defamation.

Sec. 315 requires broadcasters to offer political candidates equal time on their facilities if they have permitted any candidate to appear on the air. It also forbids broadcasters to censor any such messages.

The present suit, the first to reach the Supreme Court, was instituted in 1957 by the Farmers Educational & Cooperative Union of America, North Dakota division, against WDAY Inc. This followed the WDAY-TV telecast of a filmed campaign speech by A. C. Townley, a splinter candidate for the U.S. Senate from North Dakota during the 1956 campaign.

Mr. Townley referred several times in his speech to the Farmers Union as communist and communist-dominated.

A state district judge ruled that Sec. 315 required the station to run the Townley speech and rendered the station immune from the libel laws of North Dakota.

This ruling was upheld by the North Dakota Supreme Court in a four-to-one decision in April last year.

It is this ruling which has been appealed to the U.S. high tribunal.

The Farmers Union contended that Sec. 315 does not compel a broadcaster to broadcast libel. It also maintained that the Communication Act provision does not permit stations to defame third persons who are not political candidates.

The petition said that, since Congress had refused to adopt proposals to immunize broadcasters, it "intended that state law should govern."

WDAY Inc., in its brief, accepted the position of NAB, and also emphasized that broadcasters should be considered as disseminators of political candidates' speeches, rather than in the same light as publishers.

"The respondent has, by statute, been deprived of the right of exercising the editorial discretion that is inherent in the measurement of the liability of an alleged *tort feasor* [wrongdoer] in the usual press case," it said. The station also emphasized the "unique" character of electronic communications as compared with publishing.

The 62-page NAB brief contended that Sec. 315 must be construed to blanket stations complying with its provisions with complete and absolute immunity to libel suits.

Unless this is so, NAB stated, Sec. 315 must be declared unconstitutional.

NAB's argument:

• The FCC has categorically asserted that Sec. 315 has pre-empted the field of political broadcasting and, by forbidding a licensee to censor, has conferred immunity against libel or slander suits for remarks made by political candidates.

• Congress, by acquiescing in the administrative interpretations of Sec. 315, has indicated that it agrees with the FCC's rulings on the subject. NAB referred to the 1948 Port Huron case in which the Commission unequivocally stated that a broadcaster is immune for libel when a political candidate is using his facilities, and the 1951 WDSU New Orleans case, where the Commission chastised the New Orleans station for "censoring" a candidate's speech.

• NAB pointed out that since 1927 there have been 17 bills introduced in Congress to relieve the broadcaster from damages for libel uttered by political candidates using broadcasting facilities under the Sec. 315 authorization. Congress has never acted on these bills, the trade association declared. When the Communications Act was amended in 1952 Congress' "obvious refusal to change that section despite clear knowledge of administrative interpretation thereof demonstrated clearly its acquiescence with the Commission's interpretation of the section."

". . . Congress, by virtue of its inaction, has acquiesced in the administrative interpretation given Sec. 315," NAB stated, "by its statutory arm, the Commission, and . . . Congress cannot be presumed to have intended the monstrous and inequitable result arising from passage of a law which at one and the same time requires a broadcaster to air political expression but places him in jeopardy because of his legal inability

Tv program tie-ins under fire

The FCC is getting ready to spread on the record alleged examples of television networks forcing their way into ownership of programming packages as a condition of placing the shows on the air.

A special Commission staff is working up a report to the Commission—due in a week or two—on these alleged tie-in practices. The basis of the report will be information submitted recently to the Commission by the Justice Dept.

The intent of the FCC, if it decides to order a public hearing on the subject will be to force complainants to spread on the public record their charges that television networks muscle in on program properties. At the same time the FCC will permit some type of cross examination of those making charges.

The basis for the inquiry, it was learned, is a report from the Justice Dept. itemizing several dozen complaints of this practice by program producers, syndicators, advertising agencies, and others. These charges have been under investigation by the Justice Dept., including its famed FBI, for a number of years. Most of the complaints are directed at CBS and NBC, it was ascertained.

First reports that the Justice Dept. was looking into purported program tie-in abuses came last year when the now-famous April 24, 1958, meeting between FCC and Justice Dept. officials took place.

At that time the government's antitrust chief, Judge Victor R. Hansen, told FCC Chairman John C. Doerfer that if reports of program tie-ins were correct, such a practice was a violation of the antitrust laws.

The same meeting was the occasion for the Justice Dept.'s expression of opinion that option time and must-buy practices of tv networks are antitrust violations *per se*.

The FCC last month submitted to Justice a memorandum holding that opition time was reasonably necessary for tv networking. Three of the seven FCC commissioners dissented. The Justice Dept. has not yet replied to this notification.

The information about program tie-in charges was made public last June when FCC Chairman Doerfer appeared before the Senate Commerce Commite (Broadcasting, June 9, 1958).

to restrain defamatory utterances contained therein."

The trade association urged the high court to rule that the immunity was total. It said it was concerned about the North Dakota Supreme Court decision which referred to the immunity as applying to such statements of candidates which are germane to the political campaign.

Briefs are also scheduled to be submitted, it is understood, by the Dept. of Justice and the American Civil Liberties Union.

These two, together with NAB, are parties in the case as friends of the court.

IN SENATE WING
New federal probe now being organized

The chairman of a new Senate Judiciary subcommittee, with the intriguing possibility of an Oversight-type investigation in its future, was busy last week trying to hire a staff.

The subcommittee on Administrative Practice & Procedure was authorized Feb. 2 under Sen. John Carroll (D-Colo.) to make a "full and complete study and investigation" of administrative practices in government departments and agencies. When asked if it will conduct the same type investigation as the House Oversight Subcommittee, Sen. Carroll replied, "At the outset, this is a different purpose entirely . . . this is not a cloak and dagger affair . . . it is not a meat-axe committee."

However, he said, as the subcommittee pursues its study of agency operations under the Administrative Procedures Act, questions of influence and *ex parte* contacts are bound to come up. "I have no idea which way our subcommittee will turn," he said. "As we move into this administrative jungle, I think we will find a lot of things."

Membership • Other members of the three-man subcommittee are Sens. Philip A. Hart (D-Mich.) and Everett Dirksen (R-Ill.), Senate minority leader. Sen. Carroll said he is having difficulty hiring the staff people he wants because of salary limitations. The subcommittee was allocated $115,000, of which $96,000 was earmarked as salaries for the proposed nine-man staff.

Sen. Carroll, a former police officer and district attorney, said the committee would work closely with professional groups, such as the American Bar Assn. He cited an ABA meeting later this month which is scheduled to propose a code of ethics for federal officials to Congress. The chairman said this would be the first order of business for his subcommittee, which was established on a continuing basis.

The subcommittee has not yet held its first meeting. S Res 61, introduced by Sen. Carroll, authorized the subcommittee for the specific purpose of making "a full and complete study and investigation of administrative practices and procedure within the departments and agencies of the United States in the exercise of their rulemaking, licensing and adjudicatory functions, including a study of the effectiveness of the Administrative Procedure Act, with a view to determining whether additional legislation is required to provide for the fair, impartial and effective performance of such functions."

Sen. Carroll

Sen. Dirksen

Sen. Hart

Sen. Carroll pointed out the act was passed 12 years ago and Congress has never reviewed its effectiveness. The subcommittee, he said, would conduct "comprehensive factfinding hearings" to determine the "fairness and efficiency" of agency proceedings, "the adequacy of guidelines for maintaining congressional control over agency lawmaking functions, the need for improving standards of conduct by and before federal agencies and minimizing undue delay and expense of the federal agency hearings."

Report Mandatory • The subcommittee received a mandate to report back to the Senate no later than Jan. 31, 1960.

Sen. Carroll said he had "no comment" on the effectiveness of the House Oversight Subcommittee investigation which became involved in controversy and charges of "politics." "I don't want to give the impression this is an Oversight investigation, because it isn't," Sen. Carroll told Jack Gertz on Mutual's *Capitol Assignment* Thursday night (Feb. 12).

The senator said it was possible he would go into the charges by Bernard Schwartz that White House News Secretary James Hagerty attempted to influence the FCC (see page 80), but that "it would be presumptuous for me to say so at this time."

The Senate body will not conflict or duplicate the work of the House Antitrust Subcommittee, which plans hearings on a code of ethics and conflict of interest, Sen. Carroll said. "Our resolution covers a much broader base," he pointed out.

No Crossed Lines • Likewise, both Sen. Carroll and Rep. Oren Harris (D-Ark.), chairman of the Oversight Subcommittee, said there would be no conflict between their two groups, whatever new form the Harris subcommittee should take. Liaison is planned between the two members of Congress, with the possibility the Carroll subcommittee will take advantage of some of Oversight's work.

Perhaps an indication of Sen. Carroll's course can be gleaned by his statement on House discloures of *ex parte* contacts between commissioners and litigants. "They [members of FCC] have no more business talking to private litigants . . ." than do judges, he said.

The Schwartz book: nothing new revealed

The professor has written his book. He failed to make any new disclosures.

The professor is Dr. Bernard Schwartz of New York U., who was fired as chief counsel of the Legislative Oversight Subcommittee a year ago. His work, to be published tomorrow by Alfred A. Knopf, New York, is titled *The Professor and the Commissions.*

Dr. Schwartz recommends the abolition of the FCC and other regulatory agencies. In their place, an administrative court wholly insulated against improper pressures and influences should be established, he maintains. The Commission today is so permeated by corruption and influence-peddling that such a drastic remedy is imperative, he says.

The 275-page dissertation is almost entirely a personal defense of the controversial doctor's actions. He maintains he did no wrong. He repeats charges that he was fired by the congressmen in their desire to cover up the scandal he had uncovered. He is particularly critical of the personal, professional and political actions of Rep. Oren Harris (D-Ark.), chairman of the subcommittee.

Dr. Schwartz repeats his charge that the subcommittee exposed to the public only the scandals he forced it to do and did not go beyond investigations he, himself, had done while chief counsel. This is vehemently denied by all con-

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nected with the subcommittee after the Schwartz discharge.

Dr. Schwartz states in his book: ". . . I fought by moves calculated to make the probe one of the most sensational seen in Washington in many a year." On the same page, he says he hoped to do an "overall scholarly study . . . primarily a legal one."

The author stated he had 17 tv cases slated for investigation because of *ex parte* contacts and influence before he was fired by the subcommittee. If Dr. Schwartz had such plans, he left no indication of the cases involved in the subcommittee files, according to all those who had access to the records.

• Government notes

• Ch. 4 WTTV (TV) Bloomington, Ind., was granted permission to identify itself as Indianapolis as well as Bloomington by the FCC last week. Comr. Frederick Ford dissented on the grounds that the city-grade service of the station did not adequately cover Indianapolis.

• In reply to a petition by CBS, the FCC last week extended for 60 days (from Feb. 28) the time for filing comments in the rulemaking proceedings concerning the contemplated prohibition of tv stations, other than network owned and operated, from being represented by a network organization in national spot sales.

• Georgia State Board of Education came a giant step closer to acquiring ch. 8 Waycross, Ga., as a non-commercial facility last week as proceedings on the channel closed with the board as the only applicant. John H. Phipps, who had also applied for ch. 8, was granted his motion to dismiss his application without prejudice by Chief Hearing Examiner James D. Cunningham.

• The FCC last week designated the renewal application of KMA Shenandoah, Iowa, for hearing on the question of whether the station's 48.86% ownership of KFAB Omaha, Neb., violates regulations on duopoly. Each station's 2 mv/m contour covers the other station's city, the FCC believes. KMA bought 48.86% of KFAB March 29, 1957. KMA had asked for waiver of the duopoly rule.

• A Federal Trade Commission examiner has ordered Hutchinson Chemical Corp., Chicago, to stop making fictitious pricing claims on tv for its Hutchinson's Waterproof Wax for automobiles. Hearing Examiner J. Earl Cox ruled that the regular price of the wax ranges from $2 to $1.50, much less than the advertised $3.95 a can. He dismissed charges that the company's "flaming automobile" demonstration on tv indicates that the wax is both heat and cold resistant and is thus deceptive. The examiner's finding may be appealed to the FTC itself or stayed or docketed for review by the FTC.

• The Washington State Assn. of Broadcasters testified last Tuesday (Feb. 10) against a state legislature bill which would authorize cities and counties to establish "public broadcast districts." Under the bill, the "districts" would have authority to tax citizens to provide television service in any form desired.

The bill also would authorize the regulation of rates charged by CATV operators and the licensing of broadcasting stations.

Hagerty raps Schwartz' knuckles

First barbs as a result of the Schwartz book were exchanged over the weekend of Feb. 8 when Presidential News Secretary James Hagerty emphatically denied that he exerted influence on the FCC in the Albany-Schenectady-Troy, N.Y. deintermixture decisions.

Mr. Schwartz did not mention Mr. Hagerty by name in the book but stated the case, "where the President's press secretary intervened against an applicant on political grounds," is one that needs further investigating by the Legislative Oversight Subcommittee.

"If I had anything to say, it would be that he [Schwartz] was misinformed or is lying," Mr. Hagerty said. He released copies of correspondence in the case between himself, George McConnaughey, then FCC chairman, and William J. Embler, a personal friend of Mr. Hagerty. Mr. Hagerty had forwarded the Embler letter to Comr. McConnaughey without comment and asked: "Is there any way I can answer him?" Mr. Embler had stated that more than 120,000 people would be deprived of tv if the FCC, as proposed, made the area all uhf.

After Mr. Hagerty had released the correspondence, Dr. Schwartz stated that it is "highly significant" the FCC kept the Hagerty correspondence in a secret file. He said Congress should investigate Mr. Hagerty's relationship with the FCC.

On Feb. 26, 1957, the Commission proposed to delete ch. 6, held by

Hagerty: says it isn't so

General Electric's WRGB (TV), from the Albany-Schnectady-Troy area and assign a uhf channel to WRGB. Mr. Hagerty wrote Comr. McConnaughey March 5. On June 24, the FCC reversed its original proposal and assigned a second vhf, ch. 10, to the area.

"The facts do show that three months after Mr. Hagerty intervened, the FCC did reverse its original decision," Dr. Schwartz said.

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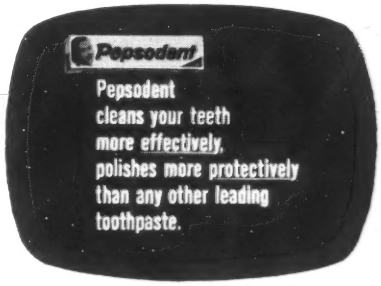
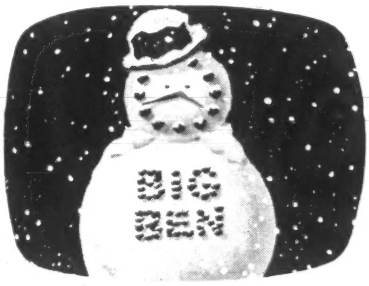
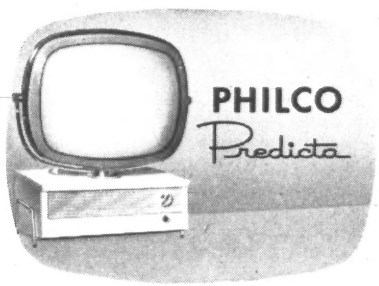
One of America's largest coast-to-coast chains of radio and TV stations has immediate need of outstanding young men with extensive on-air background. Must be performers with *PERSONALITY PLUS*, suited to modern radio music operation in Top Ten markets. Great chance for TV exposure in same markets. Salary to match your ability and potential. If you have excellent background, personable appearance, and are ready for a big move ahead, apply today. Send thorough resume, photos and/or film, and tape, today. Please do not apply unless well-qualified. If interested, will arrange expense-paid personal interview. Write *PERSONALITY*, Box 629H, BROADCASTING.



The only video tape in





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Not so surprising, when you think of it, is that the first and only successful video recording tape comes from "SCOTCH" BRAND, pioneers of magnetic tapes for sound recording and instrumentation as well.

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Advertisers

Mr. Wheeler

• ROBERT S. WHEELER, director of advertising, Boyle-Midway division of American Home Products Corp., N.Y., elected v.p.

• DAVID A. STRETCH, president of Atlas Corp., elected chairman of board, Northeast Airlines. Atlas Corp. is majority stockholder in Northeast.

Mr. Leary

• EDWARD A. LEARY, formerly with Keyes, Madden & Jones, Chicago, and Fuller & Smith & Ross, Cleveland, appointed national sales promotion manager for Norge Div. of Borg-Warner Corp., Chicago.

• EUGENE W. ROHLOFF, formerly of Benton & Bowles, N.Y., named advertising director of Palm Beach Co., that city.

Agencies

Mr. Needham

• RICHARD H. NEEDHAM, v.p., personnel director and account executive of Needham, Louis & Brorby Inc., Chicago, elected chairman of agency's operating committee. BLAIR VEDDER JR., v.p. and media director, named secretary. Mr. Needham succeeds ALBERT A. KLATT, v.p. and copy director, who continues as committee member.

• MARTIN KOEHRING, formerly v.p. and creative director, Marschalk & Pratt, N.Y., and WILLIAM MUNROE, formerly v.p. and marketing director, M&P, to Foote, Cone & Belding, L.A., in similar capacities. RUDOLPH PILCH, with FC&B, Chicago, named assistant treasurer in agency's Los Angeles office.

• JOHN HOAGLAND, presently v.p. and broadcast account supervisor at BBDO, on March 1 will join Ogilvy, Benson & Mather, N.Y., as v.p. and associate director of broadcast department.

• ROBERT H. DINGWALL, v.p., and PETER H. NICHOLS, v.p. in charge of research and marketing, Charles W. Hoyt Co., N.Y., elected directors. FRANK A. WHIPPLE, director for past 29 years, and ROBERT W. MICKAM, director for past 14 years, elected honorary directors.

• HENRY L. BUCELLO, account supervisor in charge of Best Foods division, Corn Products Co. account, Guild, Bascom & Bonfigli, N.Y., appointed v.p.

• W. B. (PETE) BOOTH, copy director of Campbell-Ewald Co., Detroit, named v.p. and creative director for copy. JAMES N. HASTINGS, art director of C-E, named v.p. and creative director for art. Other appointments: CLIFFORD WESENBERG, formerly administrative aide of American Motors, Detroit, named administrative coordinator for copy and art departments; DONALD P. DAVID, senior copy director, to associate director for copy, and CHARLES H. FELT, copy group supervisor, to director of copy department.

• ROBERT G. WILDER, v.p. and director of public relations, Lewis & Gilman Inc., Phila., elected executive v.p. and member of executive committee.

• JACK L. MOSS, formerly with Dancer-Fitzgerald-Sample Inc., to G. T. Stanley Co., N.Y., as v.p.

• ARTHUR W. BAGGE, midwest radio sales manager of Peters, Griffin, Woodward, station representative, replaces E. P. (JIMMY) JAMES, v.p. of A. C. Nielsen Co., as chairman of Broadcast Adv. Club of Chicago, special projects group. Mr. James has been appointed to head Nielsen tv index service in United Kingdom in late February (BROADCASTING, Feb. 2).

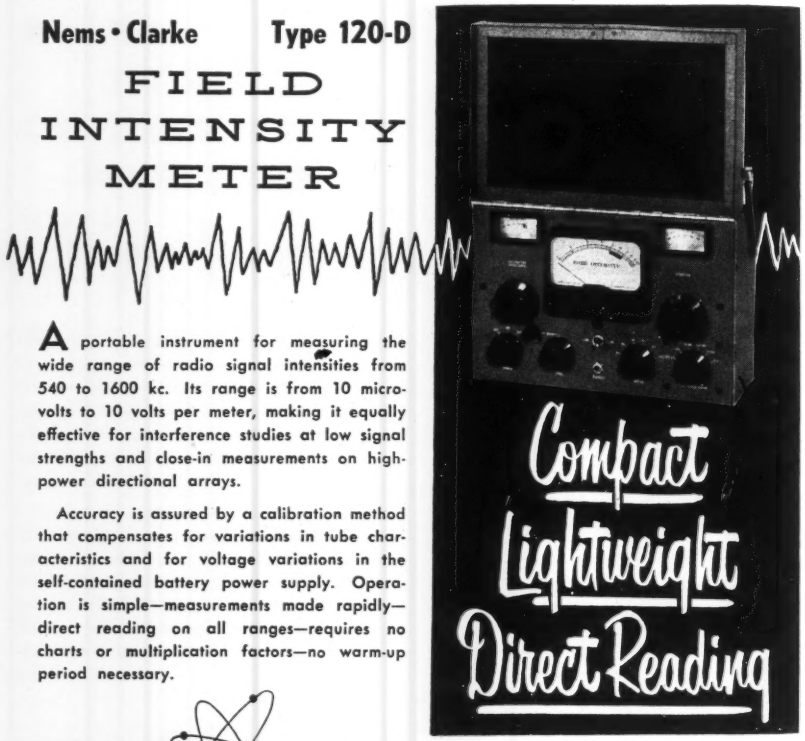
• MURIEL BULLIS, with Erwin Wasey, Ruthrauff & Ryan past three years, promoted to supervisor of broadcast media in agency's Los Angeles office.

• WILLIAM KENNEDY promoted from chief timebuyer to group supervisor at McCann-Erickson, Chicago. He is not accepting post as manager of Detroit office of Robert E. Eastman Co., station representative (BROADCASTING, Jan. 26).

• RICHARD C. ART, formerly managing editor of *Wood & Wood Products* magazine, appointed director of media of Western Advertising's Chicago office with cooperative duties in Racine office.

Nems • Clarke Type 120-D

FIELD INTENSITY METER



A portable instrument for measuring the wide range of radio signal intensities from 540 to 1600 kc. Its range is from 10 microvolts to 10 volts per meter, making it equally effective for interference studies at low signal strengths and close-in measurements on high-power directional arrays.

Accuracy is assured by a calibration method that compensates for variations in tube characteristics and for voltage variations in the self-contained battery power supply. Operation is simple—measurements made rapidly—direct reading on all ranges—requires no charts or multiplication factors—no warm-up period necessary.

NEMS CLARKE COMPANY
A DIVISION OF VITRO CORPORATION OF AMERICA
919 JESUP-BLAIR DRIVE • SILVER SPRING, MARYLAND • JUNIPER 5-1000
Precision Electronics Since 1909

• HERB HAFT, formerly with Grey Adv., to Coordinated Marketing & Advertising Co., N.Y., as director of public relations.

• NEWTON FRANK, formerly of Crossley S-D Surveys Inc., to Reach, McClinton & Co., N.Y., research department, as project director.

• BLANCHE COSGRAVE, formerly media research manager and radio-tv research manager, Ruthrauff & Ryan, to Bryan Houston Inc., N.Y., as budget coordinator for Whitehall Labs products.

• EDWARD D. CUMMINGS, formerly v.p. and media director, Robert W. Orr, Assoc., to Noyes & Co., Providence, R.I., as media and research director.

• WILLIAM NELSON, formerly producer and writer of *National Barn Dance* at WLS Chicago past 16 years, appointed radio-tv director at Gordon & Hempstead Inc., Chicago agency.

• SHERWIN H. WASSERMAN, formerly of Young & Rubicam, N.Y., as researcher, to Kenyon & Eckhardt, N.Y., as project supervisor. JACK KAPLAN, previously media analyst of Y&R, to K&E as senior media research analyst.

• AL DORIAN, account executive with Roche-Eckhoff & Lee, L.A., made manager of agency's new industrial division. R-E&L Vice President BOB LEE has resigned to open his own agency.

• ALFRED SCHERR, art director, Reach, McClinton's Newark office, named senior art director; FRED KIRBERGER, formerly of Erwin Wasey, Ruthrauff & Ryan, to Newark art staff. GREGORY BRUNO, formerly in R/M's Newark art department, to New York art staff.

• JOHN P. FENGLER, formerly of Doner & Peck, N.Y., and NBC, to N.W. Ayer & Son, N.Y., as broadcast producer in tv-radio department; GUY WALLACE, with Ayer since 1956, named casting director in same department; PHILIP A. YOUNG, formerly copy chief in department, and most recently tv copy director of Campbell-Ewald, Detroit, rejoins Ayer as service representative in Detroit office on Plymouth account.

• JOHN PAUL JONES, formerly with ABC-TV, to Frank B. Sawdon Inc., N.Y., as radio-tv producer-director.

• RICHARD M. BUESCHEL, formerly account executive at Erwin Wasey, Ruthrauff & Ryan Inc., Chicago, appointed account manager at Waldie & Briggs Inc., that city.

• CHARLES A. GLOVER, formerly assistant v.p. of Eastern Air Lines, to Kudner Agency as account executive on Pan American Airways account.

• LEWIS E. PIERCE JR., formerly of Paris & Peart, to James Thomas Chirurg Co., Boston, as account executive.

• THOMAS E. J. SAWYER, previously with General Foods Corp., named account executive, Guild, Bascom & Bonfigli, N.Y.

• WILLIAM E. PHILLIPS, formerly with

Take your cue . . . . .

For the tempo, the pacing, the mind that finally determines the greatness at a performance — you look to the podium.

For the facts on "The Economics of Good Music Advertising" — you look to Good Music Broadcasters, Inc.
52 Vanderbilt Ave., N. Y. 17, N. Y.
Murray Hill 3-2295

Representatives for leading Good Music Stations in top markets from Coast to Coast

Procter & Gamble food division, to Ogilvy, Benson & Mather, N.Y., as account executive on Maxwell House coffee.

• TOM HAGNER, formerly account executive of WCBM Baltimore, to W. B. Doner & Co., that city, as media buyer.

• WILLIAM J. COLIHAN JR., v.p. and director of copy department, Young & Rubicam, N.Y., named executive director of copy department. Mr. Colihan will also share executive responsibilities with Charles Feldman, v.p. and director.

• MRS. JEAN M. WALKER, formerly account executive of West Marcus agency, L.A., to Tobias & Co., Charleston, S.C., advertising and public relations agency, as copy chief.

• LES DANIELS, formerly copy supervisor with Bryan Houston Inc., to Brown & Butcher Inc., N.Y., as copy chief for Charles Antell Div. of B. T. Babbitt Inc. account; RALPH TASSINARI, previously account executive with Foote, Cone & Belding, to B&B as account executive on Glenbrook Labs, division of Sterling Drug Co. account; LANGDON H. WESLEY, former account executive with Wesley Assoc., named account executive on Antell account.

• WILLIAM E. REED, formerly continuity director of WTVJ (TV) Miami, to Henry Quednau Inc., Miami and Tampa, both Florida, as copy chief.

• GEORGE MENDOZA, formerly public relations director of Co-Ordinated Adv., to public relations staff of Mogul, Lewin, Williams & Saylor Inc., N.Y.

• STANTON M. OSGOOD, formerly general manager of Paramount Sunset Corp., to Ted Bates & Co., Hollywood.

• JACK DOMESHEK, previously with L. W. Frohlich & Co., to copy staff of Sproul Assoc., division of Noyes & Sproul Inc., N.Y.

• DALE B. ROBBINS, previously with McCann-Erickson, to Kastor, Hilton, Chesley, Clifford & Atherton Inc., N.Y., copy department.

Networks

• RICHARD H. LOW, since January 1956 assistant to business manager of network sales, CBS-TV, named to newly-created post of director of contracts—facilities and program sales. Mr. Low joined CBS in 1952 in news and public affairs department.

• G. EDWARD HAMILTON, formerly chief engineer, WABC-TV New York, promoted to director of engineering operations, ABC.

• DENNIS JAMES, formerly master of ceremonies of *Two For the Money, The Name's the Same,* and other tv series, to replace FRED ROBBINS as m.c. of NBC-TV's daytime color series, *Haggis Baggis* (Mon.-Fri. 2:30-3 p.m.). Mr. Robbins is leaving show because of commitments on West Coast.

• RALPH EDWARDS, star of NBC-TV's *This Is Your Life,* has accepted chairmanship of American Cancer Society's "Something Can Be Done About It Club." Group is composed of prominent performers of stage, screen, tv and radio who aid society in presenting its program to public. SID CAESAR was chairman last year.

Stations

• ROBERT H. MOODY, general manager of Miami Valley Broadcasting Corp. (WHIO-AM-FM-TV Dayton, Ohio), elected executive v.p.

• NORMAN P. BAGWELL, manager of WKY-AM-TV, Oklahoma City, named v.p. of parent WKY Television System Inc. Firm also owns WSFA-TV Montgomery, Ala., and WTVT (TV) Tampa, Fla.

Mr. Loughnane

• DON LOUGHNANE, sales promotion manager of WHB Kansas City, promoted to station operations manager. Mr. Loughnane has been with Storz stations (owner of WHB) since 1950 when he joined KOWH Omaha, Neb., as air personality.

• FRANK BARRON, national sales manager of WJW-TV Cleveland, named general sales manager, succeeding PETER STORER, named managing director of WSPD-TV Toledo, Ohio (WEEK's HEADLINERS, Feb. 2). RONALD G. SMITH, with WJW-TV since October 1956, appointed national sales manager in New York, replacing Mr. Barron.

• WILLIAM J. FLYNN, national sales manager of WAGA-TV Atlanta, named general sales manager. He has been with station since July 1958, previously was sales manager of WWL-TV New Orleans and general sales manager of WEEK-TV Peoria, Ill.

Mr. Segal

• HAROLD H. SEGAL, formerly of WORL Boston, named general manager of WHEB Portsmouth, N.H. Mr. Segal is member of the Broadcasting Executives of New England.

• VICTOR WILLIAMS, formerly account executive of WITI-TV Milwaukee, to KWK St. Louis as general sales manager.

• ROGER C. WILLIAMS resigns as publisher of Guy Gannett Publishing Co. (Maine newspapers and WGAN-AM-TV Portland). LAURENCE H. STUBBS, v.p. and general manager, leaves active management but continues as consultant. ROBERT B. BEITH, executive director of three Portland papers, to succeed Mr. Stubbs. MRS. JEAN GANNETT WILLIAMS re-elected president and named publisher.

• FELIX ADAMS resigns as v.p. in charge of local sales, KLAC Los Angeles, effective immediately. Mr. Adams was previously with WLW Cincinnati, KMBC Kansas City and WISH Indianapolis. MORTON SIDLEY continues as general sales manager of KLAC.

• THAD M. SANDSTROM, general man-

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT
COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

ager, WIBW-AM-TV Topeka, Kan., reported recovering satisfactorily in St. Clare's Hospital, N.Y., following surgery Feb. 4.

• GLENN F. KENSINGER, formerly account executive and radio-tv director of Houston office of Glenn Adv., named director of operations of KPRC Houston.

Mr. Heywood

• FRED HEYWOOD, formerly manager of sales promotion of CBS Radio Spot Sales, N.Y., appointed director of information services of KMOX-TV St. Louis. THOMAS STANTON heads department of sales promotion. STEVE FENTRESS, formerly assistant director of news of WGN-AM-TV Chicago, named KMOX-TV supervisor of news production.

• DICK OSBURN, commercial manager of KJIM Fort Worth, Tex., promoted to station manager. CHESTER L. GRUBBS promoted from chief engineer to assistant station manager of KJIM.

• JIM BEDWELL, in sales department of WHBQ Memphis, Tenn., past four years, promoted to sales manager. CLAUDE RANEY, formerly program director of WPDQ Jacksonville, Fla., named program director of WHBQ.

• JIM WATT, news and sports director of KSTT Davenport, to KLGA Algona, both Iowa, as general manager, replacing JIM WYCHOR, resigned.

• JOHN BAYLISS, formerly station manager of KAFP Petaluma, named manager of KOMY Watsonville, both California, succeeding late ROBERT BARR, killed in auto accident in December 1958.

• BILL WAGNER, formerly v.p. of R. W. Rounsaville stations, rejoins organization at WQXI Atlanta, Ga.

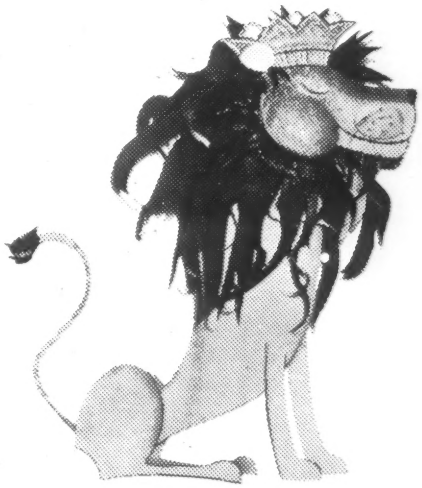
• ARTHUR M. SWIFT, formerly general sales manager of WOOD-AM-TV Grand Rapids, Mich., named station manager of WTCN Minneapolis-St. Paul.

• HAROLD HERTHUM and LUCKY STARR appointed sales manager and program director, respectively, of WAIL-AM-FM Baton Rouge, La.

• WAYNE H. SMITH, formerly program director of KFOR Lincoln, Neb., appointed station operations manager of WFMQ (FM) Chicago, responsible for program, technical and personnel activities.

• JIM MIDDLETON, account executive of

NOW!
A BILLION DOLLARS WORTH
OF MGM MOTION PICTURES
FOR ROCHESTER, N. Y. VIEWERS



11:20 P.M. NIGHTLY
(MIDNIGHT SATURDAYS)

Greatest Hollywood stars in their greatest motion pictures! 60 Academy Award Winners! 260 nominations for Academy Awards! On Channel 10 every night of the week!

Our Late Movie ratings have *always* been excellent—now they'll *zoom more than ever!* . . . Contact the Bolling Co. (WVET-TV) or Everett-McKinney (WHEC-TV)!

NATIONAL REPRESENTATIVES • The Bolling Co. WVET-TV • Everett McKinney WHEC-TV

CHANNEL 10
WHEC-TV and WVET-TV
BASIC CBS

ONE HUNDRED ELEVEN
NATIONAL and REGIONAL SPOT ADVERTISERS *Know* TERRE HAUTE IS NOT COVERED BY OUTSIDE TV
*Basis: 1958
WTHI-TV
TERRE HAUTE INDIANA
CBS ABC channel 10
Represented Nationally by Bolling Co.,
Los Angeles - San Francisco - Boston
New York - Chicago - Dallas

IMN·PACT
WITH THE
INTER MOUNTAIN NETWORK
KOPR
INTERMOUNTAIN NETWORK AFFILIATE IN
BUTTE, MONTANA
Dominates 9 counties, and The Richest Hill on Earth
Ask your Avery-Knodel Man to show the PULSE FIGURES And The SALES FIGURES
The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man

XETV (TV) Tijuana-San Diego past three years, promoted to director of sales.

• R. J. DeLIER and JACK SALLASKA named assistant manager and local sales manager, respectively, of KWTV (TV) Oklahoma City. Mr. DeLier continues as sales manager with direction of national sales.

• JAMES E. MATTHEWS, with KYW-TV Cleveland since 1957 as associate director, named assistant to advertising-promotion manager.

• FORREST BLOUNT, announcer of WGST Atlanta, Ga., appointed news director. Other WGST appointments: CLIFF JENKINS, formerly of WLAQ Rome, Ga., newscaster; JIM NELSON, announcer; BILL HINES, public affairs department.

• ROY E. LARSEN, president of Time Inc., which owns radio-tv stations in Denver, Minneapolis, Indianapolis, Grand Rapids, Mich., and Salt Lake City in addition to its publishing interests, was presented Advertising Gold Medal Award for 1958 at luncheon in New York last Tuesday (Feb. 10). Norman H. Strouse, president of J. Walter Thompson Co. and chairman of award jury which singled out Mr. Larsen for "distinguished services to advertising" and to raising advertising standards, made presentation at luncheon sponsored by *Printers' Ink*.

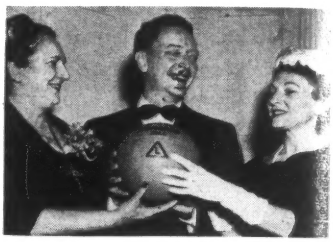
• CHRISTY HANSEN, news director of KAUS-KMMT (TV) Austin, elected president of Minnesota Associated Press Broadcasters Assn. RON ROBINSON, news director of KMHL Marshall, elected v.p.

• ROBERT BROWN, news director at WMAY Springfield, Ill., elected president of United Press International Broadcasters of Illinois, succeeding BILL SPANGLER, WFRX West Frankfort, Ill.

• BOB CLYDE, news director of WREX-TV Rockford, Ill., to KCRG-AM-TV Cedar Rapids, Iowa, in similar capacity. WAYNE WEBER, U. of Illinois graduate, to WREX-TV staff. HARVEY WITTENBERG, also U. of Illinois graduate, to WLS Chicago.

• BILL CLARK, formerly operations manager of WHOO-AM-FM Orlando, Fla., to KING-AM-FM Seattle, Wash., as program director, replacing JACK LINK, to KIDO Boise, Idaho, as station manager.

• HOWARD ZUCKERMAN, formerly of WLBR-TV Lebanon, Pa., to KTVW (TV) Seattle-Tacoma, Wash., as operations director. KENNETH WILLIAMS appointed chief engineer of KTVW.



High scorer • Esther Van Wagoner Tufty (l) of NBC News, and president-elect of American Women in Radio & Television, accepts a basketball from Patti Searight (r), Washington chapter president of AWRT, as a token of her election. Julian Goodman (c) gets an assist because the Feb. 8 debut of his NBC-TV show, *Washington Asks,* coincided with the scheduling of a basketball game. Mrs. Tufty is a panelist on the news program which returns to the air after a four-year hiatus.

• JOHN C. HIERLIHY, formerly of NBC, New York, promoted from program supervisor to program manager of WAMP-WFMP (FM) Pittsburgh.

• THOMAS L. BLOSL, formerly in merchandising department of Botsford, Constantine & Gardner, Portland, Ore., advertising agency, to KIRO-AM-FM-TV Seattle-Tacoma, Wash., as promotion manager.

• JAMES IRWIN, AL PHILLIPS and EUGENE FRIEDMAN to KCKN Kansas City, Kan., as account executives.

• JEROME K. McCAULEY, account executive and assistant sales director, WMGM New York, has resigned effective March 1. He has purchased KAIR Tucson, Ariz. and will headquarter there.

• JIM WILSON, formerly sales representative of Southwest Films in Wichita, Kan., to WFAA-AM-FM Dallas local sales staff.

• ROBERT A. KOLARICH, formerly sales representative of WDZ Decatur, Ill., to WISN Milwaukee sales staff.

• ROGER BAKER, formerly of WGR-TV Buffalo, N.Y., to WINE, that city, as sales consultant.

• JACK ROCKWELL, sales manager of KVFM (FM) San Fernando, Calif., to sales staff of KNOB (FM) Long Beach, Calif.

• JOHN HOLLAND, timebuyer at Leo Burnett Co., Chicago, to sales staff of WIND, that city.

• JAMES DAWSON, formerly weather-

caster of KONO-TV San Antonio, Tex., to WOAI-TV, that city, in similar capacity.

Representatives

• GEORGE LINDSAY, sales manager, Weed Television Corp., Chicago, elected v.p. in charge of sales for Chicago and station relations for midwest territory.

• WILLIAM L. THOMPSON, account executive of NBC Radio Sales, central division, for past four years and previously of MBS, Chicago, has resigned.

• CALVIN P. COPSEY, formerly account executive of KNBC San Francisco, named account executive in San Francisco office of NBC Radio Spot Sales.

• TED GIOVAN, formerly timebuyer of Leo Burnett Co., Chicago, to Walker-Rawalt Co., that city. N. J. (BERT) CAVANAUGH, W-R v.p., on extended leave of absence.

• HUGH WALLACE, formerly commercial manager of KACE Riverside, Calif., to Harlan G. Oakes & Assoc., L.A., radio representative.

• JOSEPH HOGAN, formerly account executive of Weed Television Corp., N.Y., to sales staff of Katz Agency, Chicago.

Programming

• CHARLES KING, formerly director of sales, NTA Film Network, named v.p. in charge of syndicated sales, Bernard L. Schubert Inc., N.Y.

• E. JONNY GRAFF, NTA v.p., midwest sales, named national sales manager in charge of feature films, NTA International Inc.

Mr. James

• BILLY JAMES, formerly promotion director, Guild Films, named director of advertising and publicity, Flamingo Telefilm Sales Inc., N.Y.

• DON CASTLE, actor-producer, appointed production assistant on all Jack Wrather Organization tv film productions. He will work closely with Mr. Wrather on tv film product offered to but not directly an activity of Independent Television Corp., owned jointly by Wrather and Associated Television Ltd. of England.

• VERNON BURNS, head of National Telefilm Assoc. London office, named v.p. of NTA International Inc.

• ERNEST FLADELL, director of sales development, National Telefilm Assoc., since May 1958 and previously manager

DAVENPORT, IOWA - ROCK ISLAND, ILLINOIS

47th TV MARKET IN THE U.S.

As Reported in TELEVISION AGE, May 19, 1958

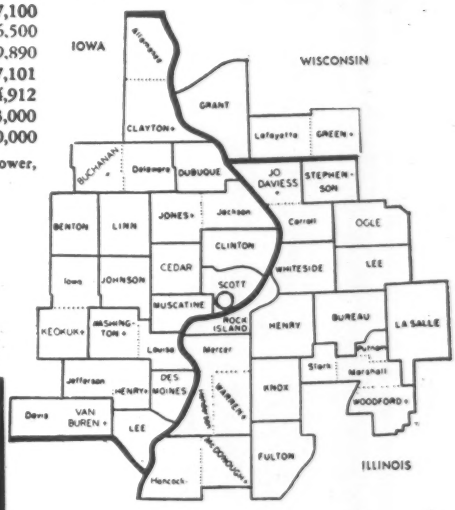
41 Albany-Schenectady-Troy	46 Omaha
42 Nashville	47 Davenport-Rock Island
43 Champaign	48 Binghamton
44 Miami	49 Raleigh-Durham
45 Sacramento-Stockton	50 Asheville

WOC-TV is No. 1 in coverage In This 47th Market

48 COUNTIES — NCS 2

Population*	1,727,100
Homes	556,500
TV Homes	469,890
Farm Homes**	97,101
TV Farm Homes**	54,912
Effective Buying Income*	$2,852,363,000
Retail Sales*	$2,076,120,000

*Sales Management's "Survey of Buying Power, 1958"
**U. S. Census of Agriculture, 1954



WOC
Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager
Pax Shaffer, Sales Manager
Peters, Griffin, Woodward, Inc.; Exclusive National Representatives

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

TV channel 6

NBC

WOC-TV Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio — Des Moines

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**
company name
address
city *zone* *state*
Please send to home address — —
* Occupation Required

YOUR SALES MESSAGE
HITS THE 50,000 TV HOMES
covered by
KMSO-channel 13

THINGS BEGIN TO HAPPEN
IN WESTERN MONTANA

BECAUSE . . .
KMSO programs the best of all 3 networks . . . plus VIP treatment for ALL commercials.

and that goes for
KGVO RADIO TOO
CBS — ABC — NBC
ask FORJOE or
KMSO-KGVO — MISSOULA, MONT.

IF YOU'RE CHARGED WITH
LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Be ready with our unique
EXCESS INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York 107 William St. Chicago 175 W. Jackson San Francisco 100 Bush St.

ABP
ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS
In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

of sales promotion, NBC-TV, named creative director—advertising department, NTA. PHIL COWAN, with NTA's publicity department past year, named director of publicity for NTA stations.

• JOHN J. PONDFIELD resigns as film director of WJZ-TV Baltimore to form own tv film production company, John J. Pondfield Productions Inc. Address: 807 N. Charles St., Baltimore 2. Telephone: Lexington 9-6446.

• LEO KEPLER appointed director of Capitol Records Inc.'s Angel repertoire and Capitol-EMI line of classical recordings, effective March 1, with shift of classical repertoire headquarters from Hollywood to New York. Also effective March 1, RICHARD JONES becomes director of Capitol-FDS (full dimensional sound) classical repertoire department. FRANCIS SCOTT III named chairman of classical committees of Angel and Capitol. ROLAND FRI-BOURGHOUSE put in charge of artist and publisher relations for artist and repertoire division. FRANK J. BROOKS to assistant to director of international department.

• ROBERT SPARKS, formerly executive producer in charge of film programs, CBS-TV, Hollywood, to Screen Gems as director in charge of syndicated film production.

• ARTHUR STOLNITZ, for past six years with legal department of William Morris Agency, Beverly Hills, to Ziv Television Programs, Hollywood, in business affairs department.

Equipment & Engineering

• DOUGLAS C. LYNCH, managing director of RCA International Div., elected v.p. with responsibility for all RCA international activities except RCA Victor Co. Ltd. (Canada). Before joining RCA in December 1957 he was president of Brush Electronics, Cleveland.

• ROBERT C. STUART promoted from general sales manager to assistant general manager of Zenith Radio Corp.'s hearing aid division, Chicago.

• WILLIAM R. FRASER, product-design engineer, General Electric's technical products department, appointed to new post of consulting engineer—product design, for engineering and designing of complex broadcast transmitters.

• ROBERT G. MORGANS appointed tv sales manager at Pope Electronics Ltd., Sydney, Australian licensee of Motorola Inc.

• DR. W. CRAWFORD DUNLAP, formerly supervisor of research of Bendix Aviation, Detroit, named director of semiconductor research of Raytheon Mfg. Co., Waltham, Mass.

• FREDERICK P. GUTHRIE, 67, who retired in 1956 as assistant manager and v.p. of RCA Communications, Washington, D.C., after 33 years with corporation, died Feb. 6 in Bethesda, Md., following long illness. He was once supervisor of operations of WRC Washington.

Allied Fields

• LEO CLUESMANN resigns as international secretary of American Federation of Musicians because of ill health. STANLEY BALLARD, member of executive board and secretary of Minneapolis local of AFM, succeeds Mr. Cluesmann. AL MANUTI, president of New York Local 802, elected to executive board to fill unexpired term of Mr. Cluesmann.

• MARIJEAN ISAAC, formerly radio-tv placement specialist in public relations department, BBDO, New York, resigns to open her own office, Radio-Tv Publicity Assoc., 335 E. 54th St., New York 22. Telephone: Plaza 3-9897.

• GEORGE J. ZACHARY, formerly radio-tv program and production manager of Lever Bros., N.Y., to General Artists Corp., New York talent agency, in new post of tv production director.

• ROBERT S. GREEN, formerly trial attorney, civil division, Dept. of Justice, Washington, to Koteen & Burt, Washington law firm, to practice before FCC, Civil Aeronautics Board and other Federal agencies and courts.

• ROBERT BENNETT LUBIC, formerly attorney of tv facilities branch, broadcast bureau, FCC, to Krause & Boreman, Pittsburgh law firm, as communications-patent counsel.

• BRIGGS BAUGH, formerly with Paul H. Raymer Co., N.Y., to Radio Press Inc., that city, in sales capacity.

Government

• RICHARD A. SOLOMON, assistant FCC general counsel past six years, resigned last Friday (Feb. 13) to join antitrust division of Dept. of Justice (CLOSED CIRCUIT, Jan. 12). Mr. Solomon, who was in charge of FCC's litigation division, will become member of appellate section of Justice's antitrust division. He will be succeeded in his FCC post by MAX D. PAGLIN (see WEEK'S HEADLINERS, page 10).

• CLYDE A. WHEELER JR., special assistant to Secretary of Agriculture in Congressional liaison, named to White House staff as staff assistant in Congressional liaison.

INTERNATIONAL

First grants by BBG: 6 ams, 1 tv satellite

The first public hearings of the newly appointed Canadian Board of Broadcast Governors (BBG) resulted in approval of a number of power increases, frequency changes, six new radio stations and one new television satellite.

Facility actions, taken Jan. 28-31 in Ottawa and released Feb. 6: CFNB Fredericton, N.B., was granted a power boost from 5 kw to 50 kw on 550 kc. Other power increases went to CKEC New Glasgow, N.S., from 250 w to 1 kw day and 250 w night and change in frequency from 1230 kc to 1320 kc; to CFPL London, Ont., from 5 kw on 980 kc to 10 kw day and 5 kw night; to CJCS Stratford, Ont., from 250 w on 1240 kc to 1 kw day and 250 w night; to CFCL Timmins, Ont., from 1 kw to 10 kw day and 2.5 kw night and change in frequency from 580 kc to 620 kc.

The 1430 kc frequency was applied for by a number of stations and assigned to CKFH Toronto (1400 kc.), with increase in power from 250 w to 5 kw.

CFUN Vancouver, B.C., was given a power boost from 1 kw on 1410 kc to 10 kw day and 1 kw night with the understanding it would improve programming. CHWK Chilliwack, B.C., was given a power increase from 1 kw on 1270 kc to 10 kw with change of station site.

New radio stations recommended for licenses by the BBG were at Woodstock, N.B., to R. J. Morrison with 1 kw on 920 kc; at Quebec City, to Les Enterprises Sillery-Quebec Inc., for 5 kw on 1060 kc; at Kitchener, Ont., to Alan G. Hodge for 1 kw on 1320 kc; at Lethbridge, Alta., to H. W. Brown for 5 kw on 1000 kc; at Coutenay, B.C., to William George Brown for 1 kw on 1440 kc; and at Saanich, B.C., to Ellison Queale for 1 kw on 810 kc.

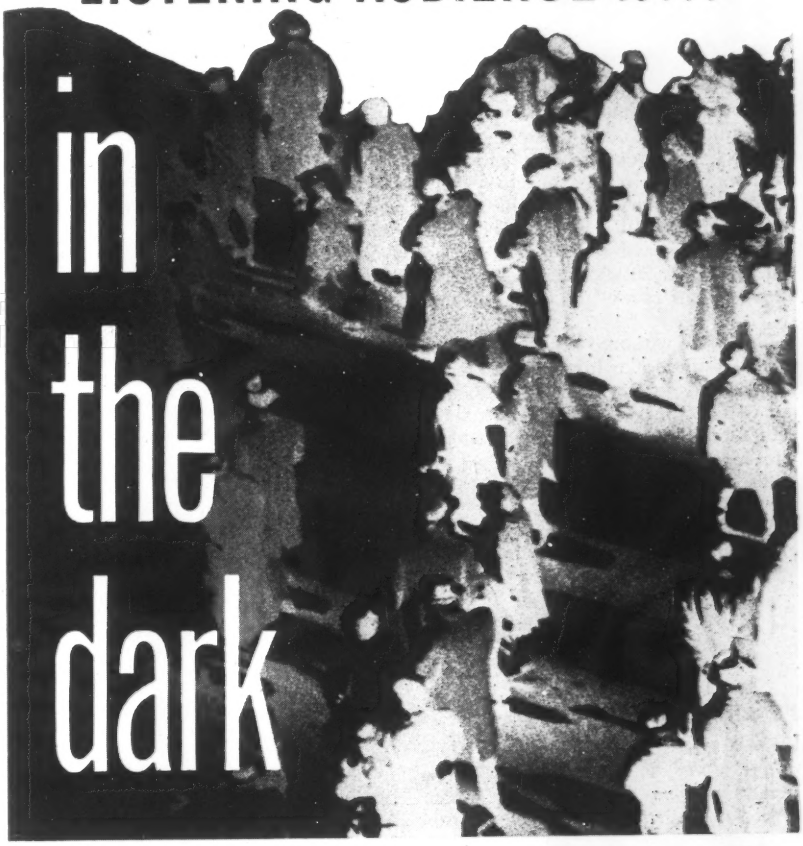
A television satellite was approved for CJCB-TV Sydney, N.S., at Inverness, N.S., on ch. 6 with 6 kw video, 3.2 kw audio and antenna height 987 feet above average terrain.

European countries ask uhf scatter use

Three European countries have recommended that upper portions of the uhf broadcasting band be opened for tropospheric scatter transmissions.

In proposals submitted for consideration at the forthcoming International

how much of your **TOTAL LISTENING AUDIENCE** *is...*



about your station's **LOCAL PROGRAMS?**

Can your station afford to keep potential listeners **UNAWARE** of that fresh, new slant on music programming? or that real "cool" DJ personality? or those compelling TNT capsules? or that cheerful earful for the ladies???

Local programs are the backbone of successful radio station operation . . . what your potential listeners don't know about them, HURTS YOU PLENTY!

TELL YOUR WHOLE AUDIENCE WHAT YOU HAVE . . . TELL 'EM OFTEN . . . and keep the listening habit STRONG!

with **VINCENT MICHAELS'** RADIO Ads

. . . a specialized Service for Radio stations to promote local programs with consistent impact and identity. Covers key categories . . . news, weather, music, wake-up; traffic, teens etc. . . . so easy to use . . . and **so economical**, you can't afford to pass it by. Hundreds of markets use radio-ADS successfully! RESERVE THE EXCLUSIVE FOR YOUR MARKET NOW!

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Telecommunications Conference in Geneva, Switzerland, this summer and fall, the following changes in the allocations for Region I (Europe, Africa and all of USSR) have been made:

• United Kingdom—Proposes that the band 800-960 mc be used for fixed service for forward scatter propagation circuits, in addition to broadcasting, under arrangements among the countries involved.

• France—Proposes that the band 860-960 mc be reallocated to permit, in addition to broadcasting, its use for fixed services.

• West German Republic—Proposes that the bands 790-960 mc be used for fixed services as well as for broadcasting.

The 1947 Atlantic City convention allocated the following uhf bands for broadcasting in Region I: 470-585 mc, and 610-960 mc.

In Great Britain both BBC and private commercial telecasting are on vhf bands in the 41-67 mc and 176-215 mc areas.

At the present time there is no uhf telecasting activity in Great Britain.

Canada '58 tv set sales slightly under 1957

Television receiver sales in Canada in 1958 totaled 430,980 sets, compared with 470,823 sets in 1957. Also, according to the Electronic Industries Assn. of Canada, sales of 40,668 sets were recorded in December 1958, as compared with 44,467 in December 1957. Highest sales month last year was October when 59,177 sets were sold.

Of the 430,980 sets sold, Ontario accounted for 158,181 sets, Quebec 107,440, Alberta 37,356, British Columbia 36,084, Manitoba 28,487, Saskatchewan 26,461, Nova Scotia 19,545, New Brunswick and Prince Edward Island 13,453, and Newfoundland, 3,973.

• Abroad in brief

• Canadian Broadcasting Corp. will receive $58,404,000 from the Canadian government in the fiscal year starting April 1, 1959, almost $7 million more than in the current fiscal year, according to Finance Minister Donald Fleming at Ottawa. In addition Ottawa is arranging a capital grant for the government's CBC of $9,197,000 for the coming fiscal year, up $548,000 from the capital grant voted for the current fiscal year.

• The French government has announced that no commercial segments will be introduced into tv programming there. Nor is it, according to a government spokesman, planning to allow private commercial stations in the country at this time.

• The Bonn (West Germany) Postal Ministry intends to construct a network of about 30 tv transmitters, observers there report. The network will give West Germans an alternative channel. Whether the Bonn government will rent the transmitters to commercial tv operators or whether it plans to run the network itself is an issue that still is to be determined, according to broadcasting observers close to the Bonn scene.

PLAYBACK QUOTES WORTH REPEATING

It's all in the mind

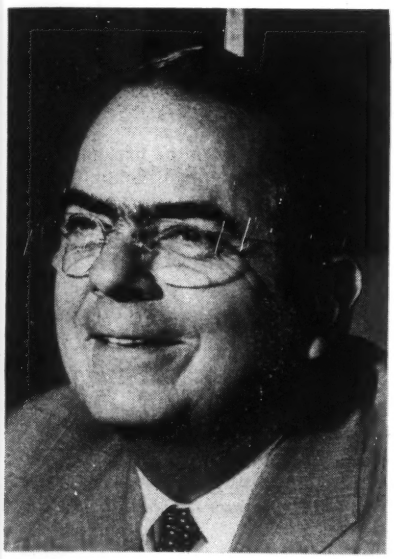
Ernest A. Jones, president MacManus, John & Adams, speaking on agency mergers before the American Assn. of Advertising Agencies meeting in Atlanta Feb. 6, had these observations to make on this trend:

Does the current urge to merge mean eventual disappearance of the $100,000 shop . . . or the half-million dollar shop . . . or the million dollar shop? Does it mean that eventually a handful of giant agencies will control all advertising?

I do not think so . . . for the simple reason that agencies are not manufacturing concerns or chain stores and never can be, for in the last analysis all we have to offer is creative brains. And I do not think that even the most ardent exponent of strength through size arbitrarily states that doubling or tripling size increases brain power proportionately. . . .

How big is big enough to do the job? Well, there are jobs and jobs. A handful of skilled craftsmen can build a completely desirable home. A horde of workers of all categories are required to erect an Empire State Building. Just so in advertising. A handful of talented craftsmen with proper equipment are eminently suitable for some accounts; the successful conduct of other accounts may require large field staffs, many branch offices and a dimension of financial reserve which the smaller agency, however creatively capable, cannot supply.

Certainly there will continue to be mergers in the agency field. We might even feel the urge ourselves one day. But agencies—by a sort of Darwinian law of survival—will tend to remain at the ideal size to do their particular job.



Houston: remembrance isn't buying

Not for its own sake

Another speaker at the AAAA Southeast Council meeting in Atlanta was Bryan Houston, chairman of the board, Bryan Houston Inc., treating limits on creativity. He had these words of good counsel to offer the Atlanta delegates:

Be careful that your gimmick does not strangle you. We are seeing an unusual number of forced commercials on tv, and hearing an even greater number on radio.

Please do not think that I hold any brief for the finger pointing, repetitious, "Uncle Sam Needs You" type of "hard sell" commercials. . . . We have checked some of those that were not remembered by as many as 5% of the proven audience of the show. We also have records of commercials and print ads that got a high degree of interest and memory, but did not sell anything that we could trace because the memory and interest were attached to some part of the advertisement that was not for sale. At least you couldn't buy it by the package in your grocery store. . . . Several times each year we usually see or hear an ad that is sufficiently unusual to attract attention but that does not for an instant forget that somebody paid for the time, or space, in the hopes of selling something. When that happens, we see a great ad.

GT-Sylvania merger

The merger of Sylvania Electric Products Inc., New York, into General Telephone Corp., that city (BROADCASTING, Jan. 12; Nov. 17, 1958), was approved Feb. 11 by shareholders of both companies at special meetings held in Boston and New York, respectively. Under the new corporate name, General Telephone & Electronics, Sylvania will operate as a separate company, wholly-owned by General Telephone. New corporate officers include Donald C. Power, president of General Telephone, who becomes GTE chairman of the board, and Don G. Mitchell, board chairman of Sylvania, who becomes GTE president.

• Technical topics

• RCA's David Sarnoff Outstanding Achievement Awards in Science and Engineering for 1958 go to Nils E. Lindenblad of the company's labs technical staff, Princeton, N.J., and Dr. Lorne D. Armstrong, senior engineer in advanced development at its Semiconductor and Materials Div., Somerville, N.J.

• Alpar Mfg. Co. (towers) has moved to 220 Demeter St., Palo Alto, Calif., from its former Redwood City, Calif., location.

• S.O.S. Cinema Supply Corp., N.Y., announces a new line of 16mm double magnetic sound editors called the Magniola and Deluxe Magniola. The machines feature 3x4-inch picture, built-in cue marker, frame and footage counters, two-gang synchronizer with magnetic soundhead and amplifier-speaker unit. The Magniola double system editor is $450 while the Deluxe Magniola (with two magnetic heads, one for single system and another for double system sound) is $520. S.O.S. address: 602 W. 52nd St., New York 19.

• Philco Corp., Phila., reports consummation of licensing agreement with Thorn Electrical Industries Ltd., London, permitting Thorn to acquire two British Philco subsidiaries to manufacture and sell Philco's tv receivers, radios and hi-fi phonographs. Two companies are Philco (Overseas) Ltd. manufacturing subsidiary, and Philco (Great Britain) Ltd., sales subsidiary. Both now will operate as units of Thorn.

• Irl T. Newton Jr., engineering consultant, has closed his offices in Haddonville, N.J., and Washington, D.C., and relocated in Cleveland at 7013 State Rd., Parma 34. Mr. Newton's Clearwater, Fla., branch continues under the management of George H. Bowles.

• Allen B. DuMont Labs, Clifton, N.J., has begun production on company's first microwave tube, designed for use in equipment for line-of-sight telephone relay stations as well as for microwave equipment used by the military services.

• General Electric's 1958 Edison Radio Amateur Award (trophy and $500) for public service will be presented to Julius M.J. Madey, 18, of Clark, N.J., in ceremonies Feb. 26 at the Sheraton-Carlton Hotel, Washington, D.C. Mr. Madey, operator of station K2KGJ, is reported to have transmitted more than 12,000 messages during the past year. Special citations will be awarded to three other ham radio operators for special achievements.

• David R. Hull, vice president of Raytheon Manufacturing Co. and president of Electronics Industries Assn., has moved his office from the firm's headquarters in Waltham, Mass., to the company's new Washington offices at 1000 16th St., N.W.

Only WJAC-TV

Puts this vital market in your hands

1 **FACTS FROM N.C.S.--**In the Johnstown-Altoona Total Coverage Area WJAC-TV is seen in 533,290 homes each week at night, in 457,430 homes each week during daytime. In 14 out of 21 counties, WJAC-TV gives 80 to 100% coverage of all TV homes! (N.C.S. Report No. 3, Spring, 1958).

2 **FACTS FROM A.R.B.--**In Cambria County, WJAC-TV leads WFBG-TV by 92% to 38%. In Blair County--WFBG-TV'S home grounds--WJAC-TV is a mere 5% behind this competitor! It adds up to hard, cold proof of viewer preference. (A.R.B. Study, Feb., 1958).

3 **FACTS FROM TRENDEX--** There are some mighty interesting figures on how WJAC-TV stacks up in fringe areas against Pittsburgh stations. Get all these important facts and figures from your Katz Man!

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Western duds in bank set

The president and staff of the Bank of Madison (Wis.) are wearing cowboy outfits to the office each Monday to publicize bank sponsorship of the WKOW-TV Madison Roy Rogers show (Sun. 5:30-6 p.m.).

The bank decided to sponsor the western to encourage youngsters to save. In the Madison exploitation kit: free tickets to a Roy Rogers movie, premiums for children whose accounts reach certain figures and large colored pictures of the show's stars and leaflets about the program in the bank's lobby.

KTVH (TV) hop draws 2,500

KTVH (TV) Hutchinson-Wichita a fortnight ago staged its first annual *Hi Fi Hop* contest in connection with its five-year-old dance show. To cover the event, KTVH dispatched its mobile unit to the Wichita Forum Auditorium, where some 2,500 youngsters turned out.

The winning couple emerged victorious over nine other monthly contest winners, taking home over $1,000 in prizes and gifts. The contest was staged from 2 to 4 p.m. Feb. 1. One hour (2:30-3:30) was televised by KTVH, with Bill Brooks as host.

WLS follows blessed event

Both WLS Chicago and the American College of Obstetrics and Gynecology feel that "no radio program has ever done an honest, personal and medically sanctioned program of that time in a woman's life when she prepares for her first child," Martha Crane, the station's director of women's programs says.

So they got together some six months ago and planned a 19-week, documented series, that discussed the various adjustments in a homemaker's life from pregnancy to birth. Titled *Unto Her a Child Is Born*, the 15-minute feature bowed Wednesday (Feb. 4) as a public service feature of *The Martha Crane Show*. The subjects are a 23-year-old woman and her husband. Guest medical specialists appear in the pre-recorded series with the blessing of ACOG.

If all goes well, WLS plans to take a tape recorder to Evanston (Ill.) Hospital and describe the actual birth. Tentative date: June 10.

Hypnotism on WLCS

Disc jockey Ken Wallace slept more than 63 hours under hypnosis in a department store window and was viewed by 30,000 people as estimated by WLCS Baton Rouge, La., at the end of its "Hypnotic Radio," or H-Sound, promotion.

Four WLCS d.j.'s were publicly hypnotized as part of the stunt. Under the power of hypnotist C. H. Ryan Jr., WLCS staffers Ron Lundy, David Nebel, Bill Cox and Mr. Wallace were put through post-hypnotic tricks that included calling all the records on a show "Jingle Bells" and being unable to pronounce the letter "t" in any words spoken on the air. KFI Los Angeles d.j. Ben Hunter phoned the Baton Rouge station, reports WLCS, to interview personnel first-hand.

WTRF-TV closed-circuit sales

WTRF-TV Wheeling W.Va., attributes the signing of six new sponsors to a closed-circuit sales presentation. Since October 1958, 13 merchants have been invited to see the 15-minute presentation. It deals with analysis of the market from the client's viewpoint, advantages of tv over other media, sample commercials using the prospective clients' products or services and spot-program availabilities.

Mamie & mutt • The movies' Mamie Van Doren holds Chip, the dog she and psychiatrist judges picked as the Los Angeles area's "most pooped pooch" in a contest by KDAY Santa Monica, Calif. Sixteen-year-old Chip was judged most neurotic and run-down among nearly 100 dogs entered in the KDAY promotion. For making the most pitiful showing in the event, held at KDAY studios in Hollywood, the champion and his two owners won a four-day trip to Palm Springs, Calif.

Pop-disc film productions

Following a survey which showed more than 250 tv stations broadcasting disc jockey programs of some sort, Tele Records Services, Hollywood is offering record manufacturers a chance to supply these stations with visual versions of their new pop discs.

TRS records artists on 16 mm film in lip-synchronized versions of records. These films are then distributed to tv stations which, the survey indicates, will give each an average of three plays a week. The station pays nothing for the film, but agrees to abide by starting and cutoff dates set by the record firm to coincide with its heavy promotion of the disc. The manufacturer pays $1,200 for production, filming, editing, reproduction and distribution of such a film to 100 tv stations, or $1,800 for distribution to 200 stations. TRS, with head-

RADIO-TELE-LUXEMBOURG

GIVES ADVERTISERS COVERAGE OF
BELGIUM and NETHERLANDS....Over 1,000,000 Radio Homes
England..2,800,000 Radio Homes **France**...3,500,000 Radio Homes
Germany.....**Ruhr; Rhineland-Pfalz**

WE HAVE NOT LOST AN AMERICAN ADVERTISER IN OVER 10 YEARS!

Advertisers now using RADIO-TELE-LUXEMBOURG

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- Colgate Palmolive
- Lux
- Gillette
- Frigidaire
- Tide
- Prom
- Singer
- Nescafe
- MacCormick
- Carters
- Watermans
- Philips Yeast
- Toni
- White Rain

And others

GUY BOLAM
AMERICAN SALES & SERVICING AGENCY
MU 5-1300
370 Lexington Ave.

quarters at 5746 Sunset Blvd., Hollywood 28, Calif., is headed by Alan Lane. vice president of Skiatron Tv, and Bradley Kemp, head of Vue-Tronics Corp.

1,000 WIP 'Pyle Drivers'

WIP Philadelphia personality Jack Pyle is responsible for the formation of a new 1,000-member club of Delaware Valley traveling salesmen, the "Pyle Drivers Club," which recently held a "beer bust" in a hanger at the Philadelphia International Airport, according to WIP.

The "Pyle Drivers" were organized some weeks ago through the services of d.j. Pyle's afternoon news and music show, which many local travelling salesmen listen to on the road. A dinner at the Drake Hotel brought out 450 member-listeners at $5 each. The Feb. 3 affair at the airport drew $2 each from more than 1,000 "Pyle Drivers," with local business firms donating the food, beer and prizes, and author Frank Smith appearing as one of the guest speakers. The "Pyle Drivers" carry special luminescent bumper strips on their cars, have a midtown clubroom, and plan to use their dues money for civic and charitable purposes, according to WIP.

KPOA contest winners

Lyn Salzberg, of Dancer-Fitzgerald-Sample, New York, was first prize-winner in the recent contest conducted by KPOA Honolulu, with her slogan "King Pin of Alohaland," according to Fin Hollinger, executive vice president of the station. A two-week vacation for one or two (optional) was the prize awarded the D-F-S staffer. Jean Sullivan, of Lessing Advertising Co., Des Moines, Iowa, won the second prize of a two-week vacation for one with her slogan "Kingsize Pacemaker of Alohaland." Mr. Hollinger reported that entries in the KPOA contest were received from half the states of the union.

Lassen to call Seattle plays

Veteran sportscaster Leo Lassen was named as the man to call the games of the Seattle Rainers baseball team on KOMO Seattle for the next two years, as a result of public opinion poll, according to station manager Maitland Jordan. During a week-long contest among fifteen possibilities, Mr. Lassen polled 90% of the popular vote, KOMO announced. The KOMO coverage of the Rainiers will begin April 17. KOMO signed a contract with the team to cover the schedule of 154 games late last month.

Solid radio front

Sterling Zimmerman, vice president and general manager of KUNO Corpus Christi, Tex., has been elected president of the new Radio Public Service Assn. of Corpus Christi, composed of all the radio stations in that city. The new organization intends to "provide better and more coordinated public service to the community." Foremost in the group's announced plans is promotion of the radio medium to local businessmen.

The association will maintain a speaker's bureau and "will work closely" with the national Station Representatives Assn. Directors of the new organization are: Allen Dale, station manager, KEYS; Bill Lightfoot, general manager, KATR; A.C. Lloyd, general manager, KRYS, and Charles Manning, commercial manager, KSIX.

Tv and the general store

WSFA-TV Montgomery, Ala., uses station breaks to identify not only itself but to identify with smaller communities within the coverage area. ID slides showing landmarks in surrounding towns are rotated around the schedule. Local merchants, responding to the technique, sometimes have to change their way of doing business to keep up with the television medium. One bought two "10-plan" packages of minute and 20-second spots but had to cancel after only two of the minutes had run. He had sold out of the $129.95 phonographs featured in his sale. Acting on the basis of his pre-tv experience in sale promotion, he had stocked only five of the sets.

KJAY keeps the beep

KJAY Topeka, Kan., beeped its way through 18 hours of programming Feb. 2 playing Louis Prima's recording of "Beep-beep" from 6 a.m. till midnight.

Success of the stunt as an attention-getter was gauged by the reported 3,000 telephone calls the station received in the period. (In keeping with the wacky promotion, these calls were answered in Spanish.) The climax came when, at the end of disc jockey Al Knight's show, ambulance attendants arrived and put the "Beep-beep"-playing d.j. in a strait jacket. They took him off to a local automobile showroom which was staging a "Beep-beep" sale. KJAY's newswagon was used to describe the scene to listeners.

Winning shot for WCPO-TV

Vera Schulte, promotion director of WCPO-TV Cincinnati, has won $500 from Grey Adv., New York, and program sponsor General Electric, for the

BUY NOW FOR THE FUTURE
Monaural today—stereo tomorrow—handle both with finest quality results on Ampex Multi-Channel Recorders. May be fully remote controlled. Now sold by Ampex Professional Dealers everywhere—Write to Ampex for a copy of Bulletin B.
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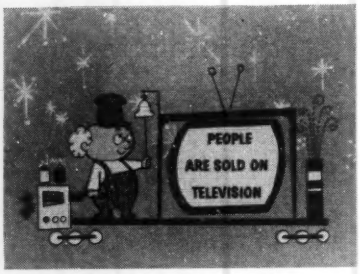

Sustained selling • Here is a sample of what viewers the country over are witnessing under TvB's "People Are Sold on Television" campaign initiated during National Television Week last November (BROADCASTING, Nov. 17, 1958). An interim report shows 74 stations are airing 1,120 spots per average week, with average weekly use per station rounding out at 15. About two-thirds of them are of 10-second duration, the rest 20-second.

The animated film commercials, now seven strong, are produced by the Wexton Co.

best station promotion of ABC-TV's *Man With a Camera* series. WCPO-TV viewers were encouraged by Miss Schulte to photograph their screens while the program was in progress. ABC-TV mailed sample promotion kits to all its affiliates and Miss Schulte's campaign included 7 of the 10 kit suggestions.

Dimes still roll in

Full tallies of radio-tv collections for the March of Dimes polio fund (BROADCASTING, Feb. 9) will be weeks in the making. Meanwhile, a final survey of representative station promotions:

• KMOX-TV St. Louis was pledged $103,980 for the fund in a 14-hour telethon Feb. 1 that attracted 15,000 to the studios. Actor Eddie Bracken kicked off the campaign. Among others who appeared: Stan Musial of St. Louis Cardinals, St. Louis Hawks basketball team, civic leaders, KMOX-TV and other local stations' personalities.

• A small crippled girl walked into KWYN Wynne, Ark., with a cake she had made. The station put her on the air to offer the cake for sale. $1,600 was pledged by local and out-of-state listeners. The cake event climaxed a week of KWYN broadcast auctions in which the entire county goal was exceeded.

• WHOL Allentown, Pa., disc jockeys presented the station with the proceeds from a record hop at the local Frolics Ballroom.

• Harry Harrison, disc jockey, WPEO Peoria, Ill., marched a mile in subzero weather for every $100 donated to the fund. WPEO's news wagon followed him over the snow-covered ground to give a commentary on the stunt.

Perpetual (pro)motion

"WJZ-TV, Baltimore Never Stops Promoting," declares a tv camera-shaped booklet mailed by the station.

To prove the point the booklet graphically describes how WJZ-TV programs are publicized with 120,000 milk bottle collars monthly, 200,000 laundry inserts monthly, newspaper ads almost every day, 50 billboards monthly, over 100 taxi posters monthly, 200,000 matchbooks all over town, restaurant table cards, 30 delivery trucks bearing WJZ-TV announcements, three WJZ-TV News Dept. vehicles; copy on 3 million ice cream cartons per year, 25,000 shopping bags, 40 radio spots weekly, ads in every issue of *Tv Junior* Magazine; copy on 20,000 announcements on school book covers, trailers in 72 movie theatres; seven giant illuminated outdoor bulletins, hundreds of on-the-air promotion spots weekly and ads in every issue of *Tv Guide*.

Triple threat by KSO

More than 20,000 entries weekly are being received by KSO Des Moines, Iowa, in a three-way promotion drive in cooperation with Safeway-Thriftway food stores and the Gift House Stamp Co., the station reports. KSO announces 10 Gift House game items during each weekly contest and listeners who obtain entry forms from the food stores receive five stamps for each item mentioned correctly, making a possible total of 50 stamps. Listening bonuses are offered hourly from 7 a.m. to 7 p.m. at which time names are drawn for a gift of 1,500 stamps.

KMPC collector items

The catch phrase used by KMPC Hollywood in its advertising, "Did you Whittinghill today?" has caught on to the point that transit ad cards are being pilfered as rapidly as they are inserted, the station reports. The copy refers to KMPC morning d.j. Dick Whittinghill. Another Los Angeles station, KABC, has been reported ready to counter with bus cards reading, "No, but we Chef Milanied," referring to a morning show with the Italian salad-dressing maker. The Whittinghill copy on buses carries neither call letters nor explanation. Paper ads show historical, mythological and fictional characters in drawings posing the Whittinghill question to one another, and KMPC call letters appear in small type under the art.

Going home via KSFO

Commuters in the San Francisco area can now obtain information on the traffic situation simply by dialing a local telephone number. KSFO San Francisco in cooperation with Folger's coffee, has added the telephone service to regular broadcast traffic reports on the *Bob Colvig Commute Club*, weekday afternoons and Sunday evening.

Phoenix hunts for KBUZ man

News Director Mike D'Arcy of KBUZ Phoenix, Ariz., may be new in town, but his employer made sure he would not remain a stranger long. His arrival from Omaha, where he used to work for KOIL, was heralded by KBUZ in a $1,000 "Hidden Man" contest. After five days of broadcast clues, hundreds of listeners mobbed a supermarket in search of the prize. There the winner picked up $1,000 for identifying the new news director dressed as a grocery stock boy.

R. C. CRISLER & CO., INC.
Business Brokers Specializing in Television and Radio Stations

Now... 4 offices to better serve you...

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DUnbar 1-7775

WEST COAST
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WOodland 9-0770

OMAHA, NEB.
Paul R. Fry
P.O. Box 1733 (Benson)
TErrace 9455

NEW YORK
41 E. 42nd St.
MUr. Hill 7-8437

• Drumbeats

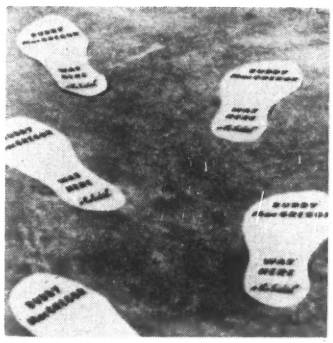
• WTCN-TV Minneapolis-St. Paul in a joint promotion with a snack caterer has scored a 50% tv rating. Viewers are offered a free tv snack if sets are tuned to WTCN-TV when the "Donny Dipper" (coffee and sandwich enterprise) man knocks at the door. Of 50 homes called on at the campaign's outset, half were tuned to the right channel.

• WRC-TV Washington credits a single announcement with bringing in 722 entries in its dog contest, to promote the *Jeff's Collie* series. Subsequent announcements in the week-long contest raised the total entries to 3,056.

• KDKA-TV Pittsburgh has raised more than $53,000 in cash and pledges for the Children's Hospital, $40,000 of it during a special two-hour program. Prior to this collection, adds KDKA-TV, the Variety Club Telethon on that station netted more than $90,000 for a summer camp for crippled children.

• WCKY Cincinnati in a poll has discovered listeners prefer the original arrangements of such old favorites as "Smoke Gets in Your Eyes" and "One Rose" over more modern versions. As of Feb. 3, phone and post card opinions were running 4,419 in favor of the standard versions as against 1,203 preferring the new arrangements.

• Jim Lange, d.j. billed as "morning mayor" by KGO San Francisco now has official claim to the title. Named "Honorary Morning Mayor" in a proclamation by Mayor George Christopher, Mr. Lange is charged with helping citizens better "meet the challenges" of each new day.



Footnotes • KXOK St. Louis tried a down-to-earth technique to introduce its new radio personality, Buddy Mac Gregor. More than 10,000 adhesive-backed footprints announcing "Buddy Mac Gregor was here" were left in heavy traffic areas of St. Louis.

• KIOA Des Moines, Iowa, received more than 500 shoes within a few days in a "Glass Slipper" contest. KIOA promised that the sender's shoe that best fitted a KIOA staff Cinderella would win a complete outfit of clothes.

• Ginny Atter, WJXT (TV) Jacksonville, Fla. has been commissioned a "torchbearer" saleswoman by the U.S. Treasury Dept. to enlist 1,000 buyers in the Bond-a-Month Plan.

• Tele-Chievers Inc., WBKB (TV) Chicago's Junior Achievement Co., launched its fifth annual tv series, *Tele-Scope*, with a new 13-week segment Feb. 14. The program will be handled by 20 teenagers, guided by WBKB professional personnel.

• KRCA (TV) Los Angeles received an award from L.A. Mayor Norris Poulson on its 10th anniversary commending the station for distinguished broadcast service.

• CJKL Kirkland Lake, Ont., is sending to advertising agencies and customers plastic bags containing gold, silver, copper and asbestos ores from mines in its coverage area in northern Ontario, in connection with its 25th anniversary.

• WCKT (TV) Miami, Fla., bribed editors to tune in *Meet Mr. Lincoln* last week. The "bribe" sent: Lincoln's portrait on a penny.

• WFMY-TV Greensboro, N.C., got guaranteed space in publications of 52 high school editors when it invited them to the studios for judging of the annual WFMY-TV Scholastic Art Awards project (1,200 entries from state schools this year). The editors also were briefed on electronic journalism by station newsmen.

• More than 2,000 returns were received in two weeks by XETV (TV) Tijuana-San Diego in a straw vote for 1958 motion-picture Oscar winners. The XETV audience picked Mitzi Gaynor for "South Pacific," Spencer Tracy for "The Last Hurrah" and director Mark Robson for "The Inn of the Sixth Happiness."

• Case histories can prove which promotion campaigns have the best results. With this in mind Ziv Tv, program syndicator, is distributing to sponsors and stations a loose-leaf booklet of several dozen market-tested promotions for its underwater drama series, *Sea Hunt*. Some of the ideas are from Ziv's original kit for the series a year ago. Others were created entirely by stations, sponsors and agencies using the show.

Now! 50,000 watts*

WAPI

Birmingham, Alabama

*5,000 nighttime

Represented nationally by the Henry I. Christal Co., Inc.

Program Guide For
FM-SCA LICENSEES

Present and Prospective

The only background music on tape that *isn't* also on transcriptions available to any broadcaster is

MOTIVATIONAL * MUSIC by Magne-Tronics

*Trade Mark

Exclusive franchise territories for this exclusive tape program service now being allocated. No franchise fees. No percentages. For franchise particulars, availabilities and audition—

mail coupon today for complete particulars.

MAGNE-TRONICS, Inc.
49 West 45th Street, New York 36, N. Y.

Please rush complete particulars on exclusive franchise plan for FM-SCA and wire services.

NAME.....

STATION.....

STREET.....

CITY..... STATE.....

Station Authorizations, Applications

As Compiled by BROADCASTING

Feb. 5 through Feb. 11: Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ. Ann.—Announced.

New Tv Stations

APPLICATION

***Buffalo, N.Y.—Western New York Educational Television Assoc. Inc.**—uhf ch. 17 (488-494 mc); ERP 151.7 kw vis., 75.85 kw aur.; ant. height above average terrain 313 ft., above ground 327.8 ft. Estimated construction cost $123,475, first year operating cost $86,650, revenue $100,000 (through donations). P.O. address % Hodgson, Russ, Andrews, Woods & Goodyear, 800 M & T Bldg., Buffalo 2. Studio location Buffalo. Trans. location Buffalo. Geographic coordinates 42° 57′ 13.02″ N. Lat., 78° 52′ 78″ W. Long. Trans. B GE, ant. GE. Legal counsel Allaire Karzon. Consulting engineer William S. Duttera. Ann. Feb. 9.

New Am Stations

ACTIONS BY FCC

Clearwater, Fla.—Radio Clearwater Inc. 860 kc, 500 w D. P.O. address Box 1876, Clearwater. Estimated construction cost $48,866, first year operating cost $65,000, revenue $75,000. **Charles Adams** and **Gene Robinson,** both of **WTAN Clearwater,** at present own 44% each. Ann. Feb. 11.

Billings, Mont.—Yellowstone Bcstg. 730 kc, 500 w D. P.O. address 600 California St., San Francisco. Estimated construction cost $27,219, first year operating cost $48,000, revenue $57,000. **Thomas Davis Jr.** and **Carl Hansen,** both in real estate, are equal partners. Ann. Feb. 11.

APPLICATIONS

Eureka, Calif.—Jesse Frank Carter 1600 kc, 1 kw D. P.O. address 1000 Henderson Ave., Porterville, Calif. Estimated construction cost $12,121, first year operating cost $35,000, revenue $51,000. Mr. Carter is a carpenter-painter. Ann. Feb. 11.

Winfield, Kan.—Winfield Bcstg. Co. 1550 kc, 250 w D. P.O. address Box 503, Carthage, Mo. Estimated construction cost $23,477, first year operating cost $42,000, revenue $48,000. Sole owner Lloyd C. McKenney is owner KMDO Fort Scott, Kan., KRMO Monett, Mo. and half-owner KBHM Branson, Mo. Ann. Feb. 11.

Tompkinsville, Ky.—WMCV Inc. 1370 kc, 1 kw D. P.O. address Tompkinsville, Ky. Estimated construction cost $25,035, first year operating cost $30,000, revenue $36,000. Equal owners are **William H. Clark,** druggist; **Charles Vaughn,** farmer, and **Joe A. Clark,** in construction business. Ann. Feb. 11.

Belen, N.M.—Belen Bcstg. Co. 860 kc, 250 w D. P.O. address Box 27. Estimated construction cost $15,500, first year operating cost $30,000, revenue $36,000. Sole owner **Carter M. Waid** is majority owner of Bulletin Publishing Co., Belen. Ann. Feb. 10.

Pendleton, Ore.—E. J. Van Scyoc 1600 kc, 500 w D. P.O. address Route 1, Box 222, Glenn, Calif. Estimated construction cost $20,000, first year operating cost $35,000, revenue $50,000. Ann. Feb. 5.

Fountain City, Tenn.—WFCT Inc. 1490 kc, 250 kw. P.O. address 1223 Volunteer Bldg., Chattanooga 2. Estimated construction cost $13,700, first year operating cost $48,000, revenue $64,000. Applicants are **Frank E. Pellegrin** (30%) vice president and secretary H-R Reps. Inc. and minority owner WLAF LaFollette and WATO Oak Ridge, both Tennessee; **Carlin S. French** (30%), another H-R v.p. and majority owner WDXB Chattanooga and minority owner above stations; **Samuel P. Thrower** (30%) general manager and minority owner WATO Oak Ridge, and William N. Sherman (10%) salesman WATE Knoxville, Tenn. Ann. Feb. 9.

Jefferson City, Tenn.—Jefferson County Bcstg. Co. 1600 kc, 500 w D. P.O. address Box 3062 Greebeville, Tenn. Estimated construction cost $17,000, first year operating cost $36,000, revenue $45,000. Applicants are **Paul Metcalfe** (48%) majority owner WGRV Greeneville; **Clifford Spurlock** (22%) former owner WWXL Manchester, Ky.; **Kenneth Dearstone** and **Ray Smith** (14% each), both announcer-salesman at WGRV. Ann. Feb. 11.

Existing Am Stations

ACTIONS BY FCC

WHIE Griffin, Ga.—Granted increase of power from 1 kw to 5 kw, continuing operation on 1320 kc, D. Ann. Feb. 11.

KBCL Bossier City, La.—Granted application to move am station and main studio to Shreveport; continued operation on 1220 kc, 250 w, D. Ann. Feb. 11.

APPLICATIONS

WGPC Albany, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Feb. 10.

WNEG Toccoa, Ga.—Cp to change frequency from 1320 kc to 630 kc; decrease power from 1 kw to 500 w and make changes in ant. and ground systems. Ann. Feb. 11.

WTAX Springfield, Ill.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Feb. 9.

KXLK Great Falls, Mont.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Feb. 10.

WEED Rocky mount, N.C.—Cp to change from employing directional night and day to DA nighttime only. Ann. Feb. 10.

New Fm Stations

ACTIONS BY FCC

Hartford, Conn.—Greater Hartford Bcstg. Inc. Granted 106.9 mc, 6.6 kw. P.O. address 338 Asylum St. Estimated construction cost $45,000, first year operating cost $20,000, revenue $10,000. Applicant is licensee of WCCC Hartford. Ann. Feb. 11.

Omaha, Neb.—KFAB Bcstg. Co. Granted 99.9 mc, 8.2 kw unl. P.O. address 5010 Underwood Ave., Omaha. Estimated construction cost $19,057, first year operating cost $1,200, revenue $2,500. Applicant is licensee of **KFAB Omaha,** is owned by **Journal Star Printing Co.** and **May Bcstg. Co.** (each 48.86%) and others. May Bcstg. is licensee of **KMA Shenandoah, Iowa** and **KMTV (TV) Omaha. Central Bcstg. Co.** (25% owner of May Bcstg.) is licensee of **WHO-AM-FM-TV Des Moines** and **WOC-TV Davenport,** both **Iowa.** Ann. Feb. 11.

Cincinnati, Ohio—North Cincinnati Bcstg. Co. Granted 104.3 mc, 4.8 kw. P.O. address 6004 Wiehe Rd. Estimated construction cost $11,473, first year operating cost $3,000, revenue $3,000. Equal partners are **Edward L.** and **Alvin W. Fishman,** both in appliances, and **Fred J. Fishman,** in lubricating equipment. Ann. Feb. 11.

Green Bay, Wis. — Norbertine Fathers. Granted 101.1 mc, 13.5 kw. P.O. address 115 S. Jefferson St. Estimated construction cost $20,450. Applicant is licensee of WBAY-AM-TV Green Bay. Ann. Feb. 11.

APPLICATIONS

Fresno, Calif. — Edward W. Stokes Sr. 104.7 mc, 2.85 kw. P.O. address 2964 E. McKenzie Ave., Apt. B. Estimated construction cost $15,150, first year operating cost $30,000, revenue $35,000. Mr. Stokes is minority owner and manager of drive-in theatres. Ann. Feb. 10.

Fresno, Calif.—Elbert H. Dean & Richard E. Newman 102.7 mc, 2.85 kw. P.O. address 5226 N. Teilman Ave. Estimated construction cost $12,650, first year operating cost $15,000, revenue $20,000. Equal partners, Mr. Dean is chief engineer KARM-AM-FM Fresno and Mr. Newman is engineer Video Corp., San Diego. Ann. Feb. 10.

***Rochester, N.Y.—Board of Education of Central School District No. 3 of the Town of Irondequoit** 90.9 mc, .0058 kw. P.O. address 370 Cooper Rd. Estimated construction cost $3,320, first year operating cost $200. Ann. Feb. 5.

Altoona, Pa.—Triangle Publications Inc. 98.1 mc, 32.5 kw. P.O. address 46th and Market Sts., Philadelphia 39. Estimated construction cost $31,900, first year operating cost $18,200. Applicant owns WFBG-AM-TV Altoona, WFIL-AM-FM-TV Philadelphia, WLBR-TV Lebanon, all Pennsylvania; WNBF-AM-FM-TV Binghamton, N.Y., and WNHC-AM-FM-TV New Haven, Conn. Ann. Feb. 5.

Lancaster, Pa.—Percy B. Crawford 94.5 mc, 20 kw. P.O. address Box 1, Philadelphia 5. Estimated construction cost $59,345, first year operating cost $30,000, revenue $33,000. Applicant is president Young Peoples' Church of the Air Inc. Ann. Feb. 10.

Pittsburgh, Pa.—Dynamic Bcstg. Inc. 105.9 mc, 2.74 kw. P.O. address 105 E. Eighth Ave., Homestead, Pa. Estimated construction cost $50,107, first year operating cost $15,000, revenue $15,000. Applicant is licensee WAMO Homestead. Ann. Feb. 10.

Waco, Tex.—Music Unlimited Inc. 95.5 mc, 1 kw. P.O. address 418 Franklin Ave. Estimated construction cost $15,175, first year operating cost $7,800, revenue $10,600. Applicants are **James C. Cook** (40%) owner radio-tv sales and service outfit; **Bill B. English** (40%) **John W. Fulbright** (10%) attorney, and **Charles F. Koehne Jr.** (10%) attorney. Ann. Feb. 9.

Existing Fm Stations

ACTION BY FCC

WIUS (FM) Christiansted, St. Croix, V.I.—Granted mod. of cp to change station location to Charlotte Amalie, St. Thomas, V.I., change trans., ant. system, ERP to 400 w, ant. to 360 ft., continuing operation on 100.1 mc; engineering condition. Ann. Feb. 11.

Ownership Changes

ACTIONS BY FCC

WFAB Miami-South Miami, Fla.—Granted assignment of cp to WFAB Inc. (40% interest to Louis G. Jacobs as reimbursement for $24,026 spent in obtaining permit, and 60% to Harold E. King, who, with wife,

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Feb. 11

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,286	54	123	629
FM	543	40	138	64
TV	432[1]	84	102	105

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Feb. 11

	VHF	UHF	TOTAL
Commercial	435	80	515[3]
Non-Commercial	30	8	38[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Dec. 31, 1958

	AM	FM	TV
Licensed (all on air)	3,286	543	432[1]
CPs on air (new stations)	40	35	83[2]
CPs not on the air (new stations)	114	117	104
Total authorized stations	3,440	695	666
Applications for new stations (not in hearing)	470	44	38
Applications for new stations (in hearing)	124	29	70
Total applications for new stations	594	73	108
Applications for major changes (not in hearing)	478	31	37
Applications for major changes (in hearing)	48	0	17
Total applications for major changes	526	31	54
Licenses deleted	1	2	1
CPs deleted	0	0	1

[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 39 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

owns KGHI Little Rock, Ark.; WTHR Panama City; WDAT South Daytona, and WTTT Arlington [Jacksonville], Fla.). Ann. Feb. 11.

WAZA Bainbridge, Ga.—Granted assignment of license to Radio Bainbridge Inc.; consideration $50,000 less certain consideration. J. W. Woodruff Jr., assignee president, has interest in WGPC Albany, Ga., and WRBL-AM-FM-TV Columbus, Ga. Ann. Feb. 11.

WTRX-AM-FM Bellaire, Ohio — Granted assignment of licenses to Ohio Valley Bcstg. Corp. (Frederic Gregg Jr., Charles H. Wright and Charles F. King); consideration $117,000. Mr. Gregg owns WCMI-AM-FM Ashland, Ky. Ann. Feb. 11.

WKTF Warrenton, Va.—Granted transfer of negative control from Martha Rountree Presbrey to Dr. Fred James Crescente; consideration $30,000 for Mrs. Presbrey's 50% interest. Ann. Feb. 11.

WRIT Milwaukee, Wis.—Granted relinquishment of negative control by H & E Balaban Corp. and Leo M. and Harold S. Lederer through sale of 33⅓% stock to Nancy F. Epstein, Eli E. Fink, Maurice Schraeger and Herbert Schoenbrod; consideration $13,333. Transferees have interest in WIL St. Louis, Mo., and KBOX Dallas, Tex. Ann. Feb. 11.

APPLICATIONS

WFEB Sylacauga, Ala.—Seeks involuntary transfer of 51% of licensee **Alabama Bcstg. Co.** from **E. E. Forbes Sr.**, deceased, to his sons **J. M.**, **Kenneth** and **E. E. Forbes Jr.** Ann. Feb. 11.

KAIR Tucson, Ariz.—Seeks transfer of control of **Joe Dumond Radio Enterprises Inc.** from **Joe Dumond** to **Andrew J. Griffith Jr.** and **Jerome K. McCauley**, (50% each). Mr. McCauley has been account executive at WMGM and WINS New York. Mr. Griffith is in insurance and real estate. Consideration $160,000. Ann. Feb. 10.

KUFM (FM) El Cajon, Calif.—Seeks assignment of license from **Kenneth C. Forror** to **Forweck & Co.** which is 99% owned by Mr. Forror. Ann. Feb. 11.

KTKR Taft, Calif.—Seeks assignment of license from Taft Bcstg. Co. to **Louise E.** and **Gerald K. Mann** for $60,000. Mr. Mann is cotton broker. Ann. Feb. 10.

WROM Rome, Ga.—Seeks involuntary assignment of one-third interest in licensee **Coosa Valley Radio Co.** from **Edward N. McKay**, deceased, to **Mrs. Edward N. McKay**, executrix of estate. Ann. Feb. 9.

KYTE Pocatello, Idaho — Seeks assignment of license from **Pocatello Bcstg. Co.**, a co-partnership, to **Pocatello Bcstg. Co.**, a corporation. No change in ownership involved. Owners are **Thomas R. and Andrew H. Becker.** Ann. Feb. 10.

WINN Louisville, Ky.—Seeks assignment of license to **WBC Inc.** from **Kentucky Bcstg. Corp.**, wholly-owned subsidiary of **WBC.** Ann. Feb. 11.

WTSV-AM-FM Claremont, N.H.—Requests transfer of control and assignment of license from **Grandview Inc.** to **Radio Claremont Inc.**, owned by **Norman Knight.** Consideration $165,000. Mr. Knight is general manager WNAC-AM-TV and WRKO-FM Boston and owner WHEB Portsmouth, N.H. Ann. Feb. 10.

WBNC Conway, N.H.—Seeks assignment of license from **McKee Bcstg. Co.** to **William R. Sweeney** for $4,000 cash and assumption of notes worth $36,000. Mr. Sweeney is licensee of WERI Westerly, R.I. Ann. Feb. 11.

WTSL-AM-FM Hanover, N.H. — Request transfer of control and assignment of license from **WTSL Inc.** to **Radio Hanover Inc.** for $135,000. Purchaser is **Norman Knight**, general manager WNAC-AM-TV and WRKO-FM Boston. and owner WHEB Portsmouth, N.H. Ann. Feb. 10.

WMGM New York, N.Y.—Seeks assignment of license from **Loew's Inc.** to **Loew's Theatres Inc.**, through stock transfer. Loew's Inc. presently holds all stock in Loew's Theatres Inc. After transfer, Loew's Theatre Inc. stock will be distributed to shareholders of Loew's Inc. Ann. Feb. 10.

WHAM, WHFM (FM) Rochester, N.Y.—Seeks assignment of licenses from **Riggs & Greene Bcstg. Corp.** to **Genesee Bcstg. Corp.** for $838,580. Genesee is 50% owned by **Henry I. Cristal Co.**, radio-tv station representative and by **Combined Century Theatres Inc.**, which owns and operates New York state motion picture theatres. Ann. Feb. 9.

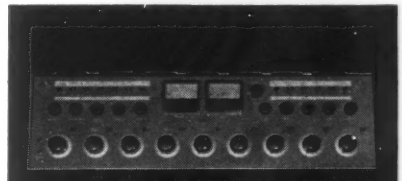
WIMA-TV Lima, Ohio—Seeks transfer of 4.5% interest in station from **George E. Hamilton**, present 50% owner to his daughter **Susanne Hamilton Stewart**, as gift. No financial consideration. Ann. Feb. 5.

WADP Kane, Pa.—Seeks assignment of license and cp from **Northern Allegheny Bcstg. Co.** to **Kane Bcstg. Co.** for $26,000. Purchasers are **Stuart J. Myers** (90%) and **Gordon L. Hanks** (10%). Mr. Myers has had interest in several community tv ant. projects. Mr. Hanks has financial interest in drug manufacturing firm. Ann. Feb. 10.

WSTE (TV) Fajardo, P.R.—Seeks assignment of cp from **William R. Anthony** to **Carmina Mendez.** Also involved in same transaction is transfer of WHOA San Juan. (See below.) Ann. Feb. 11.

WHOA San Juan, P.R.—Seeks assignment of license of **Continental Bcstg. Co.** from **William R. Anthony** to **Carmina Mendez** for $50,000. Senorita Mendez is former wife of Mr. Anthony. Ann. Feb. 11.

WPRO-AM-FM-TV Providence, R.I. —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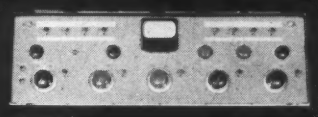
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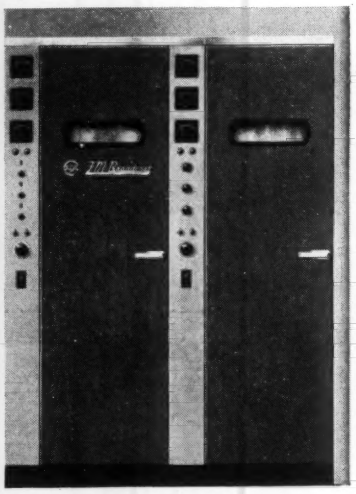

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Seeks assignment of license from **Cherry & Webb Bcstg. Co.** to **Capital Cities Tv Corp.** for $6,508,808. Capital is licensee of WTEN (TV) Albany, N.Y., WTVD (TV) Durham, N.C., and permittee of WCDC Adams, Mass. Ann. Feb. 10.

KERC Eastland, Tex.—Seeks assignment of license from **Tri-Cities Inc.** to **Circle-S Inc.** for $22,000. Purchasers are **Mr. and Mrs. Richard L. Spaulding** (50%) and **Messrs. William H., William L.** and **Russell P. Shriver** (16⅔% each), Ursa, Ill., farmers. Mr. Spaulding is chief announcer WCAZ Carthage, Ill. Ann. Feb. 10.

KSEL Lubbock, Tex.—Seeks assignment of half of current 30% interest held in Lubbock Bcstrs. Inc. by **George H. W. Bush** to **C. Fred Chambers** and **W. D. Kennedy** (5% each) and **James P. Simmons** and **Gilbert C. Tompson** (2½% each). Total consideration $20,250. Purchasers are in oil industry. Ann. Feb. 10.

KZEY Tyler, Tex.—Seeks assignment of license from **Edward E. McLemore** to **Tyler Bcstg. Co.**, corporation owned by Mr. McLemore and **Roy Thomas Gibson.** Mr. Gibson is paying $21,952 for 50% interest. Mr. Gibson is general manager KZEY. Ann. Feb. 11.

WTRF-TV Wheeling, W.Va.—Seeks assignment of license from **Tri-City Bcstg. Co.** to **WTRF Inc.** through transfer of minority interest owned by **Thomas M. Bloch** and **Betty Bloch Harris.** Consideration $172,000. Ann. Feb. 11.

KASL Newcastle, Wyo.—Seeks transfer of control of **Northeast Wyo. Bcstrs. Inc.** from **Floyd L. Sparks** and **Doris Sparks McKenna** to **Stella Sue Parrott** and **William L. Fisher.** Miss Parrott is present 30% owner and Mr. Fisher is present 20% owner. After transfer they will own 60% and 40%, respectively. No financial consideration. Ann. Feb. 10.

Hearing Cases

FINAL DECISIONS

By memorandum opinion and order, Commission denied petition by Federal Bcstg. System Inc. (WSAY), Rochester, N.Y., for reconsideration or rehearing of March 12, 1958, decision which (1) dismissed WSAY protest and (2) affirmed March 11, 1953, grant of cps to WHEC Inc. (WHEC-TV), and Veterans Bcstg. Co. (WVET-TV), for new tv stations to operate on ch. 10 on share-time basis in Rochester. Comrs. Ford and Cross not participating. Ann. Feb. 11.

By order, Commission (1) granted petition by WILA Inc., and (2) made effective immediately Dec. 31, 1958, initial decision granting application to increase power of am station WILA Danville, Va., from 500 w to 1 kw, continuing operation on 1580 kc, daytime only. Comr. Bartley concurred; Comrs. Hyde and Lee dissented. Ann. Feb. 11.

OTHER ACTIONS

By memorandum opinion and order, Commission (1) denied motions by Liberty Television Inc. to enlarge issues relative to financial qualifications of KEED Inc. in proceeding on their applications for new tv stations to operate on ch. 9 in Eugene, Ore., and (2) dismissed as moot motion by KEED to dismiss Liberty pleadings. Ann. Feb. 11.

Commission on Feb. 11 directed preparation of document looking toward denying petition by Anthony Wayne Television Corp. for rehearing, reopening of record and enlargement of issues in Toledo, Ohio, ch. 11 proceedings. July 23, 1958 decision granted application of Community Bcstg. Co. and denied competing applications of Toledo Blade Co., Unity Corp., Citizens Bcstg. Co., Maumee Valley Bcstg. Co., Great Lakes Bcstg. Co., and Anthony Wayne.

Commission scheduled following am proceedings for oral argument on March 12: Williamsport Radio Bcstg. Associates Inc. (WARC), Milton, Pa., and Ottaway Stations Inc. (WDOS), Oneonta, N.Y.

Florence Bcstg. Co., Brownsville, Tenn.—Designated for hearing application for new am station to operate on 1420 kc, 500 w D; made KPOC Pocahontas, Ark.; WSUH Oxford, Miss., and WHER Memphis, Tenn., parties to proceeding. Ann. Feb. 11.

Routine Roundup

BROADCAST ACTIONS
By Broadcast Bureau

Actions of Feb. 6

WGLI Babylon, N.Y.—Granted license for am station and change type trans.; and license covering installation of alternate main trans.

WFBL Syracuse, N.Y.—Granted license covering change studio location and installation new trans.

KLUU Toledo, Ore.—Granted cp to replace expired permit for am station; without prejudice to whatever further action Commission may deem necessary as result of decision ultimately reached in equity suit now pending in Lincoln County, Oregon Circuit Court in re: Clayton S. Comer and Lincoln Electronics Inc. vs. Robert C. Beattie and Jane Doe Beattie, d/b/a Toledo Broadcasters.

WNEW-FM New York, N.Y.—Granted cp to increase ERP to 1.3 kw and install new trans.; ant. 1,360 ft.; remote control permitted; condition.

WACO Waco, Tex.—Granted cp to install new aux. trans.

WGGA Gainesville, Ga.—Granted cp to install new trans.

WFPB Lake Worth, Fla.—Granted mod. of cp to change ant.-trans. location, studio location and remote control point.

KXLU Los Angeles, Calif.—Granted mod. of cp to change ant.-trans. location and type trans.

WBTL Farmville, N.C.—Granted mod. of cp to change ant.-trans. and studio locations; conditions.

WAUB Auburn, N.Y.—Granted extension of completion date to 4-21; without prejudice to whatever further action Commission may deem appropriate as result of any decision reached in any comparative hearing held pursuant to Commission's memorandum opinion & order released Dec. 5, 1958, involving Radio Stations WAUB and WMBO-AM-FM.

Actions of Feb. 5

WBNY-FM Buffalo, N.Y.—Granted license covering changes in fm station.

KFPW Fort Smith, Ark.—Granted mod. of license to change name to KFPW Bcstg. Co.

WCAR Detroit, Mich.—Granted cps to change present main daytime trans. to main trans. for both day and night operation and change present main nighttime trans. as an aux. trans. for daytime operation and as an alternate main trans. for nighttime operation.

WJDX Jackson, Miss.—Granted cp to change ant.-trans. location; make changes in the nighttime DA system, ground system, and install new trans.

WHK-FM Cleveland, Ohio—Granted mod. of Subsidiary Communications Authorization to change sub-carrier frequencies from 49 and 67 kc to 65 kc.

WSON-AM-FM Henderson, Ky.—Granted change of remote control authority.

Following stations were granted extensions of completion dates as shown:

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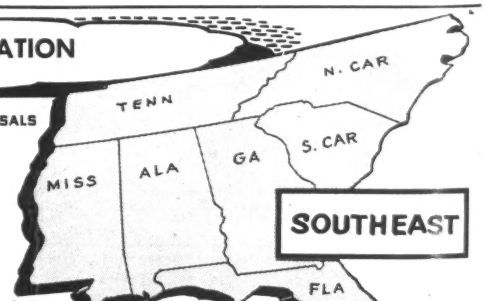

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KHTV (TV) Portland, Ore. to 7-1; KYSS Missoula, Mont. to 6-15; WPNC Plymouth, N.C. to 4-15; WSNB Islip, N.Y. to 6-11; KSTN Stockton, Calif. to 3-30; WHEW Riviera Beach, Fla. to 6-1; KASK Ontario, Calif. to 2-28; KUDU-FM Ventura-Oxnard, Calif. to 4-29; WOTR Corry, Pa. to 4-4.

Actions of Feb. 4

WAMM Flint, Mich.—Granted involuntary transfer of negative control from Richard S. Carter, deceased, to Cora J. Carter, executrix of estate of Richard S. Carter, deceased.

WKYR Keyser, W.Va.—Granted acquisition of negative control by each Robert K. Richards and Frederick L. Allman through sale of stock by Walter Patterson to WKYR Inc., and retirement thereof.

KADO Marshall, Tex.—Granted authority to remain silent to 5-1; conditions.

KJML (FM) Sacramento, Calif.—Granted extension of completion date to 5-5.

Actions of Feb. 3

KMAQ Maquoketa, Iowa—Granted license for am station; remote control permitted.

WBOY Clarksburg, W.Va.—Granted cp to make changes in ant. system by mounting tv ant. on top of am tower and change remote control point; conditions.

WQAM Miami, Fla.—Granted request to cancel license for aux. trans.

Actions of Feb. 2

WICU Erie, Pa.—Granted assignment of license to Dispatch Inc.

WICC-TV Bridgeport, Conn.—Granted license for tv station.

WOIC Columbia, S.C.—Granted mod. of license to change name to Speidel Bcstg. Corp.

WHHI Highland, Wis.—Granted cp to decrease ERP to 43 kw; increase ant. height to 610 ft., and install new ant.

Following stations were granted extensions of completion dates as shown: KITT (FM) San Diego, Calif. to 5-15; KHOF (FM) Los Angeles, Calif. to 4-30; WREA East Palatka, Fla. to 4-30; *WHHS (FM) Havertown, Pa. to 4-1; KYA-FM San Francisco, Calif. to 5-1; WYZZ Wilkes-Barre, Pa. to 2-27; KBCA (FM) Los Angeles, Calif. to 2-28, and WSEB Sebring, Fla. to 6-22.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on Feb. 6

Scheduled hearing for April 8 in proceeding on application of May Bcstg. Co. (KMA), Shenandoah, Iowa, for renewal of license.

By Hearing Examiner Charles J. Frederick on Feb. 9

Granted motion by The Circle Corp. (WKIZ), Kalamazoo, Mich., for extension of time to Feb. 16 to reply to proposed findings and conclusions in proceeding on its am application, et al.

By Hearing Examiner Forest L. McClenning on Feb. 9

Rescheduled prehearing conference previously scheduled for 10 a.m., Feb. 10 for 9 a.m. on same date in proceeding on applications of Falcon Bcstg. Co. and Sierra Madre Bcstg. Co., for am facilities in Vernon and Sierra Madre, both California.

By Hearing Examiner Herbert Sharfman on Feb. 9

Granted petition by Alvarado Television Co. for further extension of time from Feb. 16 to April 2 for filing proposed findings of fact and conclusions and from March 2 to April 17 for replies in proceeding on application of Video Independent Theatres Inc. (KVIT), Santa Fe, N.M., for mod. of cp.

By Hearing Examiner Thomas H. Donahue on Feb. 9

Granted motion by Upland Bcstg. Co. for leave to amend its application for am facilities in Upland, Calif., to change proposed ant. site.

By Hearing Examiner J. D. Bond on Feb. 9

Renumbered certain exhibits of WGN Inc. (WGN), Chicago, Ill., intervenor in proceeding on am applications of Capitol Bcstg. Co., East Lansing and W. A. Pomeroy, Tawas City-East Tawas, both Michigan, for purpose of clarification of identification and status of exhibits and certified hearing record as corrected to be complete.

By Commissioner Robert E. Lee on Feb. 3

Granted petition by KEED Inc. for extention of time to Feb. 9 to file its reply to opposition of Liberty Television Inc., to petitioner's motion to enlarge issues to include issues for absolute disqualification of Liberty Television Inc., in proceeding on their applications for new tv stations to operate on ch. 9 in Eugene, Ore.

By Chief Hearing Examiner James D. Cunningham on dates shown

Granted petition by Donner Bcstg. Co. for dismissal of its application for am facilities in Truckee, Calif. Action Feb. 3.

Granted petition by The Monocacy Bcstg. Co. (WFMD), Frederick, Md., for leave to intervene in proceeding on am applications of The Four States Bcstg. Co., Halfway, Md., et al. Action Feb. 5.

Granted motion by John H. Phipps for dismissal without prejudice of his application and retained in hearing status application of Georgia State Board of Education both for new tv stations to operate on ch. 8 in Waycross, Ga. Action Feb. 5.

Granted petition by KARM Fresno, Calif., for leave to intervene with reference to each governing issue in proceeding on am application of KYNO Fresno. Action Feb. 5.

By Hearing Examiner Thomas H. Donahue on Feb. 6

Granted motion by Pan American Radio Corp. for extension of time to file corrections to transcript of record from Feb. 6 to Feb. 13 in proceeding on its application and that of Vernon G. Ludwig for am facilities in Tucson and Benson, both Arizona.

By Hearing Examiner Forest L. McClenning on Feb. 6

Scheduled prehearing conference for Feb. 13 in proceeding on application for transfer of control of Hawaiian Bcstg. System Ltd. (KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo, and KMAU-TV and aux., Wailuku, Hawaii) from Consolidated Amusement Co. to Hialand Development Corp.

By Hearing Examiner Charles J. Frederick on Feb. 5

Scheduled hearing for March 17 on am application of William F. Huffman Radio Inc. (WFHR), Wisconsin Rapids, Wis.

By Chief Hearing Examiner James D. Cunningham on Feb. 6

Scheduled hearings on dates shown in following proceedings: April 6—am applications of Louis W. Skelly, Conneaut, Ohio. and Mon-Yough Bcstg. Co. (WMCK), McKeesport, Pa.; Quad Cities Bcstg. Co., Brazil, Ind. April 8—am applications of Malrite Bcstg. Co., Tiffin and Dale Windnagel, Oak Harbor, both Ohio.

By Hearing Examiner Millard F. French on Feb. 6

Upon oral request by Evangeline Bcstg. Co., and with consent of all other parties, continued further prehearing conference from Feb. 13, 9 a.m., to Feb. 16, 9 a.m., in Lake Charles-Lafayette, La., ch. 3 proceeding.

By Hearing Examiner Basil P. Cooper on Feb. 6

Granted petition by Intrastate Bcstrs., Pomona-Claremont, Calif., for leave to amend its am application to specify that main studio is to be at Pomona rather than at both Pomona and Claremont.

Accepted amendment filed Jan. 13 by The Monocacy Bcstg. Co., Gettysburg Pa., filed pursuant to Dec. 23 memorandum opinion and order of Commission directing that company to file amendment to its am application reflecting change in legal status of holders of its stock.

By Hearing Examiner J. D. Bond on Feb. 6

Granted request by E. Anthony & Sons Inc., and scheduled prehearing conference for March 2 in New Bedford, Mass., ch. 6 proceeding; continued for consideration and appropriate action at prehearing conference that part of pleading to fix date for hearing.

By Hearing Examiner Elizabeth C. Smith on Feb. 6

Granted request by Ralph Luke Walton, Indianapolis, Ind., for leave to amend his am application to specify frequency 810 kc in lieu of 800 kc, and application as amended is removed from hearing status and returned to processing line.

By Hearing Examiner Annie Neal Huntting on dates shown

Granted petition and supplemental petition by Tri-Country Bcstg. Co., Jerseyville, Ill., for leave to amend its application to change name from Sidney E. Simpson & Wilbur J. Meyer d/b as Tri-County Bcstg. Co., to Wilbur J. Meyer d/b under same name, and to make related changes in Secs. II and III of application in am proceeding. Action Feb. 4.

Granted petition by Broadcast Bureau for extension of time to Feb. 16 to file replies to petition by Valley Bcstg. Co., Lehighton, Pa., to enlarge issues in proceeding on its am application and that of Miner Bcstg. Service Inc., Kingston, Pa.; upon agreements reached by parties at prehearing conference in proceeding, continued hearing from March 17 to April 7. Action Feb. 5.

By Chief Hearing Examiner James D. Cunningham on Feb. 5

On own motion, dismissed pleading by Livesay Bcstg. Co., entitled motion to set aside intervention and terminate participation of Plains Television Corp., Terre Haute, Ind., ch. 10 proceeding.

By Hearing Examiner H. Gifford Irion on dates shown

Denied petition by Frank James for leave to amend his application for fm facilities in Redwood City, Calif., to change type ant. and modify trans. to provide 3 kw output instead of 1 kw. Action Feb. 4.

Continued hearing from Feb. 18 to March 31 at which time further conference will be held in proceeding on am applications of Continental Bcstg. Corp. (WHOA), San Juan, and Jose R. Madrazo, Guaynabo, both Puerto Rico. Action Feb. 5.

By Hearing Examiner Millard F. French on Feb. 4

Advanced hearing in Aguadilla, P.R., ch. 12 proceeding (Western Bcstg. Corp. of P.R., et al.), from March 10 to Feb. 25 at 9 a.m.

By Hearing Examiner Forest L. McClenning on Feb. 4

Granted petition by Broadcast Bureau for extension of time from Feb. 2 to March 5 to file replies to petitions by Publix Television Corp. and South Florida Amusement Co. for enlargement of issues in Miami-Perrine-South Miami, Fla., ch. 6 proceeding.

By Hearing Examiner Herbert Sharfman on Feb. 4

Granted petition by Tribune Publishing Co. for leave to amend its application for new tv station on ch. 2 in Portland, Ore., to reflect minor changes in officers, directors and stockholdings.

PETITIONS FOR RULE MAKING FILED

KWHN Fort Smith, Ark. (1-30-59)—Requests amendment of rules to delete ch. 9 from Hot Springs, Ark., and add ch. 9 to Fort Smith, Ark.

WWLP-TV Springfiled, Mass. (2-4-59)—Requests amendment of rules to allocate ch. 37 to Syracuse, N. Y.

PETITION FOR RULE MAKING DENIED

Henry B. Clay, Shreveport, La.—Requested amendment to add ch. 10 to Shreveport, La., denied by memorandum opinion and order adopted Jan. 28, 1959, and ann. Feb. 2, 1959.

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RADIO

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Established music and news independent in prosperous metropolitan Illinois city, not Chicago, seeks experienced, hard-working station manager looking for solid future. Must be strong on sales, able to come up with selling and promotion ideas, make best use of excellent program staff. Station operating profitably but can do better. Wire full details of background and experience to Box 667H, BROADCASTING.

Manager-salesman to operate small market Florida station. Interesting opportunity in pleasant area. Box 718H, BROADCASTING.

Radio manager—If you have a record of pulling one or more stations to the top in your market in sales and audience, we have ownership interest available in group operation. John T. Gibson, WDDT, Greenville, Mississippi.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N. J.

Sales

Metropolitan Washington's number one station expanding sales force. 5000 watts, 24 hours a day. Genuine ground-floor opportunity. Top station, top money. Big modern chain. Rush snapshot, data, General Manager Box 134H, BROADCASTING.

Commercial manager. Good salary plus commission for man able to produce results. Prefer man over 30. Enterprising station in southeastern Virginia. Reply Box 612H, BROADCASTING.

Experienced salesman wanted for 5 kw full-timer upstate New York. Competitive market. Box 708H, BROADCASTING.

Regional coastal California station expanding sales force to handle increased business. Excellent opportunities for earnings with existing and new accounts for good music station. Box 717H, BROADCASTING.

Pennsylvania small market station seeks salesman to join growing organization. Man we seek is interested in good future in small market. Send all details in first letter. Box 719H, BROADCASTING.

Maine radio station requires ambitious hard working man combining talents of live wire salesman and top announcer. We want a man who can assume responsibility. Some air work. Emphasis on sales. Guarantee over $5,000 plus commissions. No prima donnas. Box 724H, BROADCASTING.

If you are a two-fisted, successful, sales manager in a metropolitan market, but want a change to a top station in a top southern California market, with substantial financial potential, write in confidence to Box 757H, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

How good are you? If you can prove your sales ability, a topnotch Texas station in a 135,000 population market needs you. Prove your ability and there's a commercial manager's job available. 20 percent commission, starting guarantee. Rush particulars, phone, wire Roy Elsner, KECK Radio, Odessa, Texas.

Salesman-announcer to operate remote studio, do own selling, write copy and operate board. Real opportunity for experienced family man 25-40. Contact Jim Risner, KRMS, Osage Beach, Mo.

Hartford-New Britain, Conn.—lively, powerful network affiliate seeks lively salesman. $50,000 salary, plus 10% commission. Active account list provided. Send details of background to WHAY, New Britain, Connecticut.

Help Wanted—(Cont'd)

Sales

Well established and well accepted local radio station has opening for experienced time salesman. Please send a letter of application giving your education, experience, references and a photo. Richard F. Rose, Sales Manager, Radio Station, WJOC, Jamestown, New York.

Sales manager or executive. Dissatisfied with present job? Reach the top income but not the limit of your abilities? Over 32? Want to better your situations? Salary plus escalator commission. Send resume to Don Lee, WLEE, 6200 Broad St. Road, Richmond, Virginia.

Salesmen—Needed for our Florida stations. We have immediate openings for responsible, reliable, experienced men, salary plus percentage. Send complete details to Hal King, WTTT, P.O. Box 8716, Jacksonville 11, Florida.

OK Group needs two salesmen. Opportunity for a proven and tested radio salesman to join the OK Group and get into the big money fast. We need salesmen in Mobile, Alabama and Baton Rouge, Louisiana, two of our fastest growing stations showing increased sales each month. You have a good story supported by the best information in negro radio, to sell with. Guaranteed basic pay, plus excellent percentage makes it possible to earn as much as $8,000 the first year, if you are a hard worker. Good opportunity for advancement to management position. Write giving full details. The OK Group, 505 Baronne St., New Orleans, La.

Announcers

Morning man—want only experienced, creative man capable of becoming top man at 50 kw station in top ten market. Salary 5 figures for right man. Don't waste our time and yours unless you are currently filling, or have filled similar position. Please send tape, complete background information and references. Replies confidential. Box 747H, BROADCASTING.

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Rocky Mountain university town needs announcer with first phone. Send salary requirements, experience, air check. Box 355H, BROADCASTING.

Staff announcer for independent Pennsylvania station. 48-hour week, large market, excellent salary plus over-time, vacations. Desire an experienced man looking for a permanent job in a chain organization with an opportunity for advancement. Tape and resume required. Box 455H, BROADCASTING.

Versatile announcer-engineer wanted for Wisconsin station. Please send audition tapes and resume of experience to Box 597H, BROADCASTING. Airwork prime essential, engineering secondary.

Announcer-operator with first class ticket for evening shift Michigan 5 kilowatt independent. Cordial community, conveniently located. Box 640H, BROADCASTING.

DJ's with personality, opportunity for experienced man with modern radio know how to be #1 man at swingin' operation in first 30 market in Great Lakes area. Afternoon spot open 1,000 watt station with 50,000 watt salaries plus lucrative record hop. Send tape, data to Box 707H, BROADCASTING. All replies answered. Hurry!

Help Wanted—(Cont'd)

Announcers

Experienced-mature-versatile for morning shift at number one small market station in Iowa. Must know radio and be conversant with all phases including news, sports and interviews. We want a family man tired of looking and ready to start living in a small town on better than average salary—starting at $90 per week. Send all information including tape and photo in first letter. Box 688H, BROADCASTING.

Experienced married announcer who will be right hand man to manager wanted by 250 watt station in northern Minnesota where hunting and fishing is excellent. Wonderful place to raise family. Good paying job with future. Box 710H, BROADCASTING.

North-west station needs announcer capable of informal dry humor on regular record show. Opportunity of lifetime. Reply Box 723H, BROADCASTING.

Opportunity for qualified morning man for gulf coast good music station. Salary commensurate with experience and ability. Send tape and picture. Box 759H, BROADCASTING.

Opportunity for married staff announcer. Send resume. Permanent. KFRO, Longview, Texas.

Experienced announcer. Dr. F. P. Cerniglia, KLIC, Monroe, La.

Topnotch evening dj with 1st phone. Newsman. Gather, write, present news. DJ's with personalities and ideas. Send tape, resume, availability, photo and salary. KMUS, Muskogee, Oklahoma.

Announcer-newsman, experienced, married 25-35. Must be able to gather and deliver news for regional station. Contact Jim Risner, KRMS, Osage Beach, Mo.

Experienced announcer, salesman. Good employment record, good personal background. Family man preferred. No drifters. Quality operation demands quality work. Immediate opening. Send resume, tape, photo KSIS, Sedalia, Missouri.

5 kw stable operation, good Carolina market wants announcer-salesman, starting $125, no limit. Send tape, qualifications, references. WDIX, Orangeburg, S. C.

5,000 watt station needs experienced announcer for dj and local news work. Send tape, background, reference to Manager, WEAV, Plattsburgh, N.Y.

Experienced announcer - copywriter - sales. One year minimum experience. No broadcast school grads. No rock & roll enthusiasts. Just an all-around man with above qualifications. Increasing power here. Means a good position for someone. Write to Manager, WHAW, Weston, W. Va. No phone calls. Send all first letter.

Two combo men needed. Must have voices good enough for southeast's largest market. Engineering minor. Got to handle fast paced adult radio. $150 possible in year's time. Hope you're particular—we are. Contact Don Meyers, WIIN Radio, Atlanta, Georgia.

Wanted: Announcer for good independent radio station. Pleasant modern studios. Congenial staff. Good salary and even more money if you have a first class ticket. Send tape and work record to: Jim Hildebrand, WTIM, Taylorville, Illinois.

Help Wanted—(Cont'd)

Technical

Need design engineers on high-power antennas, transmission lines, and transmitters for duration of important government high-frequency broadcast contract. Also control, audio and TWX systems engineers. Good salaries, excellent association, with future possibilities. Box 628H, BROADCASTING.

Good business opportunity—man qualified to service am broadcast equipment, shortwave transmitters, receivers, and service television sets. Box 738H, BROADCASTING.

Engineer—Full or part time for Westport radio station. Radio-telephone first. Call Westport, Connecticut, CApital 7-5133 or write P.O. Box 511, Westport, Connecticut.

Palm Springs, California's leading station needs chief engineer, install, maintain new speech equipment. Must be neat workman, have good references. Announcing helpful. Live in world's finest climate. Give full information first reply. KCMJ, Box KK, Palm Springs.

Man over 40 for permanent position in ideal climate. Adequate announcing and substantial technical experience necessary. Send resume and tape to KINS, Box 1015, Eureka, California.

Chief engineer who can double as announcer-newsman. Gordon Rockett, KUSH, Cushing, Oklahoma.

Wanted. Combination engineer, engineer-announcer and salesman. WCLW, 791 McPherson Street, Mansfield, Ohio.

Experienced versatile announcer. First ticket. Ideal small market. Rush tape, resume, photo. WMVO, Mount Vernon, Ohio.

Maintenance engineer who can double as an announcer, announcing secondary, must be good on maintenance 1 kw station. WRKH, P.O. Box 239, Rockwood, Tennessee.

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Help Wanted—(Cont'd)

Production-Programming, Others

Washington, D. C. market's #1 station needs sharp female copywriter. Modern, expanding station. Fabulous opportunity, top money. Rush snapshot, data. Box 362H, BROADCASTING.

Modern radio production director-announcer. Top rated 5000 watts around clock. 10th largest market. Leading chain, top pay. Send tape, photo, letter Box 384H, BROADCASTING.

Needed immediately. Experienced, alert radio newsman for opening on fast-pace, top-flight news staff at number one McLendon station. Must be able to broadcast news as well as gather. Replaces man elevated to news director at one of sister stations. Send tapes and resume to Dave Muhlstein, KLIF, Dallas.

Permanent position for reliable, experienced man. Nicest town in California to live. Radio Station KONG, Visalia, California.

Experienced copywriter, traffic manager. Good salary, many benefits, chance for advancement. Send resume. Contact KOVE, Box 436, Lander, Wyo.

RADIO

Situations Wanted—Management

Aggressive broadcast executive with 18 years experience now available. Experience includes 13 years as working sales manager, and general manager in radio and television in medium and metropolitan markets. Extremely able, capable, best references, married, college graduate, age 42. Confidential. Box 409H, BROADCASTING.

Experienced, successful, energetic general manager now managing a property in one of the top 20 markets available April 1st. I like a challenge and prefer a station that needs ratings and modern radio talents. Write Box 627H, BROADCASTING.

Have experience. Will travel! Two moves in ten years of radio; eight years manager of small and medium competitive markets. Have good job but want some ownership; willing to work for it. Could make small, "good faith", investment. Prefer mid or southwest. Box 683H, BROADCASTING.

Now managing small market station seeking advancement to larger market in management or with organization with chance for advancement to manager. Strong on sales, experienced all phases, first phone. Available immediately. Box 689H, BROADCASTING.

General manager, 9 years from ground up. Family man, college graduate, first phone, excellent sales record, employed. Box 699H, BROADCASTING.

Available immediately. General manager with over 20 years proven record. Box 700H, BROADCASTING.

Sales manager-general manager, 15 years in radio station sales, local, regional, national. Thorough knowledge all phases station operation. Highest radio industry references. Box 701G, BROADCASTING.

Manager-salesman-announcer. Three men in one, young, married, children, do not drink, church member, no floater, now managing station in west Tennessee. Perfect background, reference if needed, experience in management, sales, programming, announcing, copy, minimum salary per month $600.00. Box 704H, BROADCASTING.

Need a manager? Station in trouble? Can't pay much and prove it? Willing to surrender stock to a producer? Let's talk, now! Write, wire Box 731H, BROADCASTING.

Harvard Business School, receiving master's degree in June. Veteran, experience in radio, marketing research. Seeking eventual management and/or ownership. For resume write Box 732H, BROADCASTING.

Sales or general manager. Excellent record. Can lead, supervise, sell, train. Firm believer speculation tapes. 35, college graduate, family. East preferred. Box 749H, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Twelve years management experience in competitive metropolitan markets. Available in thirty days. Move due to ownership change. Record proves ability. Write Box 751H, BROADCASTING.

Manager 1 kw daytimer will consider offers of $2,000 per month potential with $1,000 per month base. Will be ready 1st of May. Sooner if needed badly. Box 753H, BROADCASTING.

Mature and qualified manager interested in station with good potential in major or minor market. Box 754H, BROADCASTING.

If you are looking for a manager with a proven format that Hooper rated 51.8 in a very competitive market, then call Joe Treadway at 24997 in San Angelo, Texas. Prefer station programming western music. Available at once.

Sales

Born salesman. Prefer deal including air work. Write copy. Operate board. Box 548H, BROADCASTING.

Sales manager experienced all phases with first phone. Want to return to south or southwest. Box 690H, BROADCASTING.

Sales-manager, 15 years, 5 years radio sales. Prefer west. Consider all. Box 711H, BROADCASTING.

Experienced salesman, sales manager, best references, 27, family, available immediately, prefer medium market, anywhere U.S.A Wire or write Chuck Warren, 236 Westminster, San Antonio, Texas.

Announcers

Here's your man! Announcer, program director, production manager and continuity. 9 years experience. Desire progressive adult programming station. Available now. Will travel. Box 447H, BROADCASTING.

Negro announcer/dj. Capable; sales, music, controls. Good background. References. Box 543H, BROADCASTING.

Announcer-dj; operate board. Strong, copy, sales, gimmicks. Cooperative. Reliable. Box 545H, BROADCASTING.

Girl-dj announcer. Operate board. Capable, sales, writing, production. Eager, steady. No bad habits. Box 547H, BROADCASTING.

Announcer-dj; experienced. Ready for larger market. Music, news, commercials. Box 549H, BROADCASTING.

Sportscaster: Experienced play-by-play all sports. Write news, sports. Box 562H, BROADCASTING.

Personality - dj; strong commercials, gimmicks, operate board. Steady, creative, cooperative. Box 618H, BROADCASTING.

Announcer/copywriter. Long on ability. Short on experience. Trial period ok. Box 656H, BROADCASTING.

Young man. Determined to succeed. Well trained. Any reasonable offer? Box 657H, BROADCASTING.

Gospel programs. Announcer - producer-packager. Capable handling commercial staff duties. Box 680H, BROADCASTING.

City gal — diversified experience, special events, interviews, panels, news, sales. Box 681H, BROADCASTING.

Country and western dj. Have guitar and record collection, will travel. Promote and do live shows. Single, 26, vet, neat. Excellent knowledge of c&w music. Some pop and rock and roll. Box 686H, BROADCASTING.

Mature, single announcer, five years experience, desires personality disc show. Now program director. Best references. Box 694H, BROADCASTING.

Hi! Personality deejay, clever, friendly, bright, very original, and homesick for Wisconsin-Illinois area. Texas. Box 698H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced: Versatile dj or vocal-pop, country and western and rock and roll. Ten years in radio—five years in tv. Listed among top 50 djs in the trade magazines for past 4 years. Now recording with national record company. Twenty-eight years old and single. Good references. Box 695H, BROADCASTING.

First class license. No maintenance. Slow paced operator. Limited experience. Box 703H, BROADCASTING.

Can you offer me the big 3-baseball-football-basketball? Box 709H, BROADCASTING.

Must be frank: Looking for non-formula type operation, "old fashioned" radio, where our ability to select music and natural way of speaking, singing and doing commercials will be employed to reach young and middle-aged adults. Couple, solid show business background, responsible. Show basically musical. Now in east, consider other. Salary depending area. Tape and photo available. Will confer at length by phone, then travel for confab. Box 712H, BROADCASTING.

Midwestern news position desired by married man. Two years experience as newsman, deejay, and staff announcer. $85.00. Box 714H, BROADCASTING.

Young staff announcer, strong dj. 1 year experience, run own board, married. Tape and resume available. Box 729H, BROADCASTING.

Announcer. Experienced all phases. Creative, versatile. Disc personality. Authentic news voice. Don't mind starting at the bottom of any station, regardless of size. Box 730H, BROADCASTING.

Have voice, will pitch. Itinerant pitchman (female) with fashion modeling and ad agency experience wants non-traveling job. Voice has run gamut from poetry reading to legal pleading. Box 734H, BROADCASTING.

Start tomorrow: 4 years radio and tv. Desire permanency good music station. Adult deejay, strong newscaster, sportscaster. Will start lower to prove ability. Excellent references, family, veteran. Please include pertinent details. Box 735H, BROADCASTING.

First phone announcer. Three years experience all phases. Employed. College, single. Classical, program better popular for dignified, mature audience. No rock and roll. Forty hour week, within hundred miles Washington. Box 736H, BROADCASTING.

Announcer: Strong on commercials, news, sports, including play-by-play. Married. $80.00 minimum. Box 739H, BROADCASTING.

Announcer-dj, two and one half years experience, 22 years of age, now employed pd in small operation, desire larger market, very dependable, southeastern states preferred. Box 740H, BROADCASTING.

Versatile, good music, newsman, experienced from top to bottom of log. Commercial specialist. Box 743H, BROADCASTING.

Country music personality. Excellent air salesman. Have experience as program director and music librarian. Am thoroughly familiar with all music. Prefer south—east. Family man, sober, dependable. Write Box 752H, BROADCASTING.

Personality dj—One year experience as dj, program director, copywriter, programming and operate own board. Locate anywhere. Available immediately. Box 756H, BROADCASTING.

Experienced announcer - copywriter - local news. Young, married. Prefer Rocky Mountain area. Call Elgin 2-0157, Greeley, Colorado.

PD-announcer, one, both. Available now. Excellent radio background. Music, news, sports, etc. Married, vet. 4617 Dover, Apt. 3W, Chicago, Sunnyside 4-7295.

Situations Wanted—(Cont'd)

Announcers

Experienced Negro personality interested in affiliation with progressive, successful organization with opportunity for advancement. Excellent air salesman with 3 years experience in white and negro market. Possess first phone. John Gonzales, WIOS, Tawas City, Michigan.

Highly rated disk jockey. Top on-the-air salesman. Promotional minded. College graduate. Married. Age 35. Employed northwest (Brr—too cold), desires relocation in southern California area. For personal audition or tape; next two weeks, contact Tom Law, Apt. 3, 2140½ No. Beachwood Dr., Los Angeles 28, Calif.

Announcer-dj. Working. Married. Ready for larger eastern market. Guy Moody, 20 High St., Cambridge, Md. Phone 1580.

10 years experience Texas top stations. Desire to relocate in any area where reasonable assurance of permanency given. All phases—no sports—engineering. Smooth, relaxed, listenable style, $125.00 weekly, you name hours. Call or write Jimmy O'Quinn, RAndolph 2-8260, Box 516, Nederland, Texas, of tape, photo, and industry's finest references.

First phone announcer. Fast, bright, tight production one year experience, 24, married, California only. Bob Tobin, 470 South Almont Drive, Beverly Hills, California.

DJ available immediately. 11 years experience, major markets. 4 as pd. Strong play-by-play all sports. Tight production. Family man. No top 40 please. Write or wire Ted Work, 6309 Landover Road, Hyattsville, Md., or call Spruce 3-0026.

Technical

Engineer, twelve years experience on am, five on fm, desires to relocate. Prefer south Atlantic or gulf states. Can announce. Box 646H, BROADCASTING.

Engineer that sells, announcers, writes copy. Interested in moving to south or southwest. Box 691H, BROADCASTING.

First phone—three years radio-tv studio experience, all phases, top station. Some transmitter, announcing. Ham, ten years. Single. Box 705H, BROADCASTING.

1st phone with light announcing to learn radio from bottom up. Box 715H, BROADCASTING.

First phone, 27, single, technical training. Need experience. Desires secure position in radio or television. Box 744H, BROADCASTING.

Age 38, family, 9 years combo, 2 as C.E. Box 748H, BROADCASTING.

First phone—single, experience, dependable, honest, car, desire to learn. Box 750H, BROADCASTING.

Engineer-announcer experienced, will travel. Cunningham, GL 5-2505, Milano, Texas.

Need a chief engineer, a transmitter or studio supervisor? Fifteen years in electronics, ten in radio, am, fm, tv, experience. Presently in charge of electronics laboratory, first phone license. Howard Williams, 1038 Front St., Binghamton, N.Y.

First phone-experienced, young, looking for permanent job with right station. Top references, location open. Contact Jerry Wills, 542 Carroll Ave., San Antonio, Texas. WA 2-8991.

Production-Programming, Others

News director—16 years experience, available for large market operation. Box 446H, BROADCASTING.

We have a winning combination—Do you? If you need experienced management, creative sales direction, successful promotion, proven public relations, positive programming, here's a two man package with know-how, agency contacts and families. Perhaps you can't afford us but, maybe you can. Box 682H, BROADCASTING.

RADIO STATIONS FOR SALE

NORTHWEST

1. Excellent daytimer. Gross $72,000. **Good market. $28,000 down.** Balance on good terms.

2. Full time. Gross over $110,000 year. Absentee owned. **Asking $160,000 with 29% down.**

3. Exclusive. Full time. Ideal for two. **Gross $40,000. $10,000 down.**

ROCKY MOUNTAIN

1. Exclusive full timer. Good sound market. Never offered before. **$110,000 with 29% down.**

2. Full time. Captive exclusive market. Gross $3,000 month. **$7,500 down, balance on good terms.**

3. Full time located in one of the largest Rocky Mountain cities. **Asking $175,000 with $35,000 down.** Well established. Profitable.

SOUTHWEST

1. Daytimer in large market. Gross $125,000. **Asking $150,000 with $50,000 down.**

2. Exclusive in one of the fastest growing markets. Daytimer. **$29,000 down.**

3. Full time. Low operating costs. One of the states' biggest markets. **$175,000 with 29% down.**

CALIFORNIA

1. Daytimer. Good frequency. One of the ten largest cities. **$140,000.** Terms to be agreed upon.

2. Exclusive. Daytimer. Absentee owned. **$125,000 with 29% down.**

3. Daytimer in one of the nicest parts of the state. Exclusive. Needs good management-owner. **$29,000 down.** Good terms on balance.

JACK L. STOLL & ASSOCIATES

A **NATIONAL ORGANIZATION** for the sale of Radio & TV Stations

6381 HOLLYWOOD BLVD.
LOS ANGELES 28, CALIF.
Hollywood 4-7279

Situations Wanted—(Cont'd)

Production-Programming, Others

Program director-dj. Nine years experience including McLendon outlet. All phases, including production, promotion. Married, 31. Employer aware this ad. Box 685H, BROADCASTING.

One member of "Beachcombers with Natalie" namely Don MacLeod seeking employment in radio or tv production. Experienced in dj work and programming. Will relocate. Box 745H, BROADCASTING.

TELEVISION

Help Wanted—Technical

Two positions open in Rocky Mountain area. Transmitter engineer requiring first phone and experience with vhf equipment. Studio engineer requiring first phone, maintenance and operation experience with studio equipment. Excellent opportunity for right men. Good pay and fringe benefits. Send complete resume and recent photo. Box 684H, BROADCASTING.

Experienced, licensed, maintenance engineer familiar with RCA equipment. VHF network affiliate. KBTX-TV, Byran, Texas.

Need experienced television engineer with 1st phone. Experience preferred in switching, audio control, camera control, projection, and some maintenance. Station KRDO-TV, located in beautiful Colorado Springs, Colorado, home of Air Force Academy. NBC affiliate. State salary requirements and when available. (Write P.O. Box 1457, Colorado Springs.)

Immediate opening for video engineer for studio supervisor. Prefer employed experienced engineer who cannot advance in present position due to seniority reasons. Contact Chief Engineer, WJBF, Augusta, Ga.

Production-Programming, Others

Wanted: Television copywriters. Experienced, position open immediately. Excellent opportunity with top operation. Mail complete details, samples, references and salary requirements to Paul Carter, Creative Director, KCRG-TV, Cedar Rapids, Iowa.

TELEVISION

Situations Wanted—Sales

Experienced young tv salesmanager-salesman looking for position with financial incentive, and advancement opportunity based on ability. Box 663H, BROADCASTING.

Sales manager who personally shows staff how it's done. Substantiated know-how experience, quality background and reputation radio manager/sales manager; television, sales manager. Stable family man seeking greater earning potential. Box 725H, BROADCASTING.

Situation Wanted—(Cont'd)

Announcers

Announcer, producer, TV, film, radio experience. News, sports, commercials, versatile. Box 550H BROADCASTING.

TV announcer; experienced, live, film commercials. Ready for top market. Box 655H, BROADCASTING.

Ten years radio and tv expreience. Specialize tv news, variety. Prefer northeast but will consider good opportunity anywhere. Young, dependable, telegenic. Box 706H, BROADCASTING.

Radio-tv newscaster. Writes own copy. Eight years experience network and regional. Family man. Box 716H, BROADCASTING.

Good sounding. Neat appearing. Desire initial opportunity. Radio experience. Box 742H, BROADCASTING.

Technical

Chief engineer. Nine years experience in television planning, construction and operation. Past five years assistant chief. Excellent references. Box 625H, BROADCASTING.

Five years television studio experience as television technician, must relocate. Will accept summer relief work. Box 702H, BROADCASTING.

Married, 28, have six years experience in radio-tv. Three in am, three in tv, studio operations. Prefer studio but consider xmtr. Have first phone. Mr. Grady Swindell, Box 925, Amarillo, Texas.

Production-Programming, Others

Experienced television photographer. Excellent photography background. Top references. Write Box 693H, BROADCASTING.

Director-writer with eight years station and agency work is fully experienced in show and spot production. Excellent record in large market where pay is low. Desires change to better working market. Employed, references. Box 696H, BROADCASTING.

All-around tv talent limited in present market seeks relocation. Personality announcer, for news, sports, commercials, movie host, etc. Director, producer. Fully experienced. Box 697H BROADCASTING.

Operations manager. Five creative years experience all phases. Seeking major market affiliation. Box 701H, BROADCASTING.

Continuity director news, copy, film and production experience. University degree. Will relocate. Box 741H, BROADCASTING.

FOR SALE

Equipment

Four Western Electric 9-A heads. Will sell for $75.00. Box 553H, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

4 used guide towers for sale. Height 200 ft. Towers are ready for immediate shipment. 3 solid stock towers approximately 18 inches cross face. (Truscon Steel Co.) 1 made by Stainless, Inc. All towers are in very good condition. Box 631H, BROADCASTING.

Raytheon RA-250 transmitter in excellent condition. Save ⅓ price of new transmitter. Box 692H, BROADCASTING.

One Ideco guyed tower 455 ft., 4 ft. triangular with inside ladder and rest platforms, guy wires, no insulators, necessary conduit and fixtures for lighting. Used in past for supporting GE fm four bay circular type antenna. If interested write Box 721H, BROADCASTING. We will contact you immediately.

UHF equipment used but in perfect condition. GE TT25A 12kw transmitter including filterplexer, TY25D 5-bay antenna with PY19B feed adapter, 4TX7A dummy load, Tv-21 visual demodulator, sweep oscillator and General Radio monitors. Also 430' Stainless type G tower with lighting, 400 feet 7½x15-inch wave guide, 2 4' Raytheon 7000 mc parabolas with horns and mounting brackets. Contact Beecher Hayford, WESH-TV, Daytona Beach, Fla.

One radio console. Perfect condition. Also one link mobile unit, type 1903, receiver, xmitter, accessories. Priced to sell. Call WMNE Radio, Menomonee, Wisconsin.

FM 3 kw G.E. transmitter complete. Modulation and frequency monitor, antenna, dehydrator, transmission line. Best offer plus transport. WTND, Orangeburg, S. C.

7000 mc Motorola tv—STL equipment, complete with program audio channel and 4 foot dishes. Factory modified for color. Contact Chief Engineer, WTVD, Durham, N.C.

Two Comax record players for background music and public address. Beechner's Supermarkets, Lincoln, Nebraska.

Ampex 351-2P tape recorder, RCA BC-5B consolette, Altec speakers, turntables, grand piano on studio dolly, oscillator. Grant, 2336 N. Commonwealth, Chicago.

PSSST! Big, bright red, molded plastic panic buttons. Stick to walls, desks, machines. Do nothing but cause smiles, calm panicky people. 3/$1.00 postpaid. Shepherd Industries, 17 Doublet Hill Rd., Weston 93, Mass.

Wanted uhf-tv transmitter 10 to 20 kw continuous power. Condition not important. Am, fm, tv transmitters, studio equipment, camera chains (color and mono), consoles, STL, etc. Selling equipment? We have complete facilities for reconditioning. Technical Systems Corp., 12-01 43rd Avenue, L. I. C. 1, N. Y.

WANTED TO BUY

Stations

Small or medium market station, or cp. **Prefer fulltime, will consider daytime. Location open. Reasonable down payment and terms desired by experienced and responsible operator.** Box 841G, **BROADCASTING.**

Cash for profitable or unprofitable station in western Pennsylvania or N.Y. No brokers. Box 713H, BROADCASTING.

One-half interest as owner-manager southwest market. Excellent background, references and financially responsible. Box 722H, BROADCASTING.

FM station in metropolitan area. Write Percy Crawford, P.O. Box #1, Philadelphia 5, Pennsylvania.

Equipment

Wanted — Used field Zoomar. State price, condition, etc. Box 569H, BROADCASTING.

Want to buy used portable field intensity meter complete. Box 672, Odessa, Texas.

Wanted—10 kw fm transmitters or final amplifiers and power supplies. Condition unimportant. KNOB-FM, 7153 Pacific View Dr., Hollywood 28, Calif. HOllywood 7-9450.

Complete sound effects and jungle library. WMSR, Manchester, Tennessee.

IF YOU HAVE....

The background and experience to qualify in handling negotiations for the purchase and sale of radio-television stations and newspapers. Lucrative position available in the midwest for BROKER. Send detailed information including home telephone number to:

Box 755H, BROADCASTING

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2. 821—19th Street, N. W., Washington, D. C.

First-phone in six weeks. Intensive training in resident class. Broadcast and dj training included, no extra cost. Pathfinder Radio Services, 510 16th St., Oakland, California. TWinoaks 3-9928.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School. 3605 Regent Drive, Dallas, Texas.

First phone license by correspondence. Coaching until license secured. Effective-inexpensive-minimum time. Pathfinder Radio Services, 510 16th St., Oakland, California.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo cards for radio, television or newspaper ad promotions. P.O. Box 906, Denver 1, Colorado. Acoma 2-7539.

Personal notice to: Peter J. Bochan or anyone knowing of his whereabouts, contact Mrs. Margaret Bochan Burns at 1318 West Little Creek Road, Norfolk 5, Virginia. This is an urgent matter concerning both of us.

TELEVISION

Help Wanted—Technical

We are looking for men who want commercial or military field engineering assignments in the installation and servicing of television systems at domestic and overseas locations. Excellent starting salaries and living allowances.

Applicants should be thoroughly grounded in overall television station or radar system maintenance, have two or more years accredited technical school training and three years experience.

Openings also existing for television design and systems engineers in many categories.

All replies held in strict confidence. Send resume to Supervisor, Field Engineering,

Dage Television Division

Thompson Ramo Wooldridge, Incorporated

Michigan City, Indiana

FOR SALE

Equipment

CO-AXIAL TRANSMISSION LINE

Unused Andrew Teflon 1⅝", 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421—58th St., Sacramento 20, Calif.

RADIO

Situations Wanted—Announcers

ATTENTION: COUNTRY MUSIC OPERATORS

Because of a change in format I must lose my top country dj-program director. I am offering you one of the best men in the country music field. If you are in need of a man who can make money for you . . . here he is. Age 29, talent, sober, reliable, energetic, creative, top radio promotion, production man. He is truly a gentleman. I hate to lose him . . . you're lucky to get him. I want him to have a good home.

Write Box 687H, BROADCASTING

RADIO

Situations Wanted

Production-Programming, Others

QUALITY PUBLICITY IS VALUABLE

Many radio/tv groups have full-time publicity departments working directly with tradepapers and newspapers. A service such as this is prohibitive in cost to the single operation. There's a happy solution—I can provide consistent, creative and intelligent service plus close personal contacts in all media.

12 years industry experience . . . leading tradepaper, station and film background. Complete resume and details on request. Please write:

QUALITY PUBLICITY
Box 591H, BROADCASTING

STATIONS • FOR SALE

1000 WATT DAYTIMER

Radio station in Pacific northwest market. Offers excellent market potential for ambitious operator. Is currently doing good business. Located in a sportsman's paradise. Bad health makes it impossible for operator to work market like it should be. $90,000.00 with 29% down. Replies to Box 634H, BROADCASTING

1-KW DAYTIMER

Independent, established 6 years, in Northwest Louisiana. Buyer will get complete package: License, equipment, masonry building, air-conditioning, and land, debt-free. $60,-000.00. Address all inquiries to Box 720H, BROADCASTING.

KCHS
Still for sale on Dutch Auction
$41,000—Fourth Down
Box 351
Truth-or-Consequences, New Mexico

Texas	Single	1kw-D	$30M	terms
Fla.	Single	250w-F	55M	terms
Ala.	2 sta.	250w-F	50M	terms
Calif.	Single	500w-D	100M	terms
W.Va.	Small	250w-F	$30M	cash
S.E.	Monop.	A.M. & N.P.	150M	terms
Ky.	Single	500kw-D	70M	terms
Pa.	Sm-med.	1kw-D	100M	terms
Fla.	Medium	250w-F	155M	terms
N.C.	Medium	1kw-D	200M	terms
Gulf	Medium	1kw-D	98M	terms
Va.	Metro	1kw-D	150M	terms
S.E.	Major	5kw-D	250M	cash
Fla.	Large	250-w	250M	terms
East	Large	250w-D	450M	terms
S.W.	Large	clear	325M	terms
South	Medium	VHF-TV	750M	terms

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

ATLANTA	1182 W. PEACHTREE
CHICAGO	205 W. WACKER
NEW YORK	1270 AVE. OF AMERICAS
SANTA BARBARA	33 W. MICHELTORENA

VIRGINIA

500 w. daytimer in growing attractive city of 5,000. Excellent equipment. Grossing near $50,000 rate. Extremely high income market throughout station's pattern. Down payment of $15,000 will handle. Attractive terms on balance.

Box 727H, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946

NEGOTIATIONS — MANAGEMENT
APPRAISALS — FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Good radio man can buy interest in station in medium California market, growing rapidly. Ability to contribute to management and invest in part ownership is necessary. Write qualifications.

Box 733H, BROADCASTING

1 kilowatt daytime station for sale in Oregon. Fast growing single station market. Always operated in the black. $20,000 down and ten years on balance. Box 737H, BROADCASTING

Patt McDonald, Box 9322, Austin, Texas, GL. 3-8080 offers: Southern metropolitan fulltimer $250,000 29%. Southern metropolitan regional $225,000 $50,000 down. Texas secondary fulltimer $59,500 29%. Oklahoma daytimer $60,000 29%. Texas regional daytimer $40,000. Texas regional daytimer $45,000. Oklahoma regional daytimer $100,000 25%. Texas single fulltimer $60,000.

PACIFIC NORTHWEST

1000 w. daytime with c.p. for 5000 w. in city of 33,000. Trading area population over 100,000. Grossing $70,000 a year. Real estate with good studio and transmitter facilities included. Can be purchased on down payment of $24,000.

Box 728H, BROADCASTING

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

It's Channel 3 First By All Surveys

WREC-TV's superior local programming and news coverage is combined with a basic CBS Television affiliation to make certain that: "In Memphis there's more to see on Channel 3." Full power and highest antenna deliver complete coverage of the great Mid-South market. It's the *right* combination for your advertising message. See your Katz man for availabilities.

Here are the latest Memphis Surveys showing leads in competitively-rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. Oct. 29-Nov. 25 '58 (Metro Area)	Pulse Nov. '58 (Metro Area)	Nielsen Nov. 9-Dec. 6 '58 (Station Area)
WREC-TV	248	293	275
Sta. B	94	96	66
Sta. C	69	29	70

WREC-TV

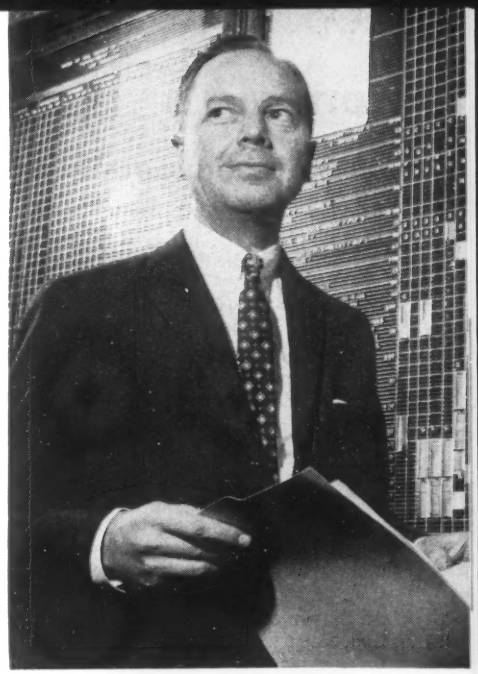
Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

OUR RESPECTS TO . . .

Walter Decker Scott



Mr. Scott's aim: keep the chart full

There's a wall chart at NBC's "plotting room" on the fourth floor at 30 Rockefeller Plaza in New York that lists advertisers, their time periods and shows.

It is the job figuratively of Walter D. Scott, newly-elected executive vice president of NBC-TV (on Feb. 9), and the echelon of sales and programming executives who with him are housed on the fourth floor, to keep that chart filled.

The area of network sales and programming has been best described as a network's "meat and potatoes." It's also the obvious place to start in searching out an executive to fill an important network post. And logically here was the training field of NBC veteran Walter Scott. Familiar to New York and the adman environment for the past 22 years, Mr. Scott has not lost the modulated voice or the accent and warmth in personality which spring from his midwest background. During his years in broadcasting, however, he's gained an insight into the advertising world and a better understanding of the network's place in it; two acquisitions without which a network executive today would be a total loss.

Early Hours • Mr. Scott, who lives a 12-minute cab ride from NBC, has developed another attribute of working before-hours, thereby cutting down on night hours spent at his desk. He's at the office anywhere from 7 to 8:30 in the morning while most of Manhattan still yawns half asleep. He "finishes off" at 6:30 or 7 in the evening, bypassing the need to carry home a paper-stuffed brief case.

At home in his apartment with wife Arline (Stenz) Scott, whom he married in 1940 in New York, and their two daughters, Shelley, 16, and Valerie, 12, Walter Scott snaps on the tv set and watches the full nighttime schedule of NBC-TV and of the two competing networks.

To do this job and do it completely, Mr. Scott has a rotating schedule of viewing, which by the time a few months go by, means he's caught up with what's on the air. (To watch all three networks' full nighttime schedule for each day of the week would take a total of 21 nights of viewing). But Mr. Scott is not that hard on himself. Most nights he's in bed early and he puts in about two nights of viewing during the week.

Of course there's also reading, time for some real thinking (his favored period is in the morning when he first gets to the office and the phones are silent) and for one or two nights out in a week for the Scotts.

The Change of Pace • As is the norm with many an executive up to the elbow in fast breaking developments, Mr. Scott appears to have an aversion to telephones when he's away from the daily routine. Vacation time follows a pattern: the Scotts have adopted the Caribbean (the Virgin Islands in particular) and its fishing, surf, snorkling (underwater exploration of fish species and reef formations) and the no-phones and no-tv.

One gets an impression from Mr. Scott that he thinks of a salesman's milestones in terms of the experienced angler. "In sales," he says, "we think of the next one," the obvious impression being that a salesman worth his salt is reticent to rest on the laurels of one big contract signing.

Walter Decker Scott was born March 2, 1915, in Kansas City, Mo. He attended school there, went to Washington U. at St. Louis and in 1936 was graduated from the U. of Missouri with a bachelor of journalism degree.

He joined the Oklahoma City *Daily Oklahoman and Times* advertising staff and in 1937 moved to New York and the sales staff of Hearst Radio Inc. In 1938, Mr. Scott tied his destiny to NBC's burgeoning radio sales, initially selling national spot and in the early 1940s moving over to network sales.

Mr. Scott was named eastern sales manager in 1949, New York radio network sales manager in 1951, administrative sales manager a year later, elected a vice president and made national sales manager of the tv network in 1955 and only a year ago was appointed vice president, television network sales.

Program Philosophy • In his new post, Mr. Scott reports to Robert E. Kintner, NBC president. As for NBC's direction, Mr. Scott points to the programming philosophy set forth by the two Bobs (Mr. Kintner and Robert W. Sarnoff, board chairman) of a balanced schedule with "no majority of any one type of programming." A cycle expressed by Mr. Scott: The more of a network's schedule that is viewed, the more advertising support, and the more advertiser support the more diversified or broad range program schedule.

Network Competition • What about network competition? Next year all three tv networks, he believes, will be closer to a fully competitive position in both day and night programming. The public will benefit once again with more diverse and, he stresses, better programming. He notes an increase in multi-sponsorship within the hour form, a recent trend which should continue.

Mr. Scott now is in all operational phases of networking, which in addition to sales and programming, include facilities and business affairs.

Are westerns forcing the "program balance" he speaks of, out of kilter? Mr. Scott counters with "What's a western?" He cites *Wagon Train*, for example, as a dramatic anthology filmed against a western setting.

Mr. Scott's occupational memberships include board of directors of the Advertising Federation of America, on NAB research and promotion committees and on various committees of The Proprietary Assn.

'In sales, we think of the next one'

Where education should begin

IT does not detract from the high motives of John P. Cunningham to say that his speech last week advocating establishment of a national educational television system betrayed a lack of understanding of the root problems of tv. It is a lack shared by all too many of Mr. Cunningham's colleagues in the advertising world.

There are many roadblocks in the way of Mr. Cunningham's proposal, as he admitted, but he failed to identify the biggest. The facts are that in the present television allocations there are not nearly enough usable channels to create the kind of educational system Mr. Cunningham envisions.

If the chairman of Cunningham & Walsh is serious about his proposal and if others in advertising intend to join him in its pursuit, they must first familiarize themselves with the fundamental problems of television. The problem of allocations is fundamental. It is also difficult. It cannot be understood, let alone solved, without tiresome study. But all proposals for expansion of the television system, in any direction, have to start with consideration of that problem.

Among advertisers and agencies there is a vast fund of knowledge about audience measurement, market coverage, cost-per-thousand and other information dealing with the use of tv as an advertising vehicle. There is considerably less knowledge about the vehicle itself. We do not suggest that advertisers and agencies ought to know how to diagram a transmitter circuit. We do think they ought to familiarize themselves, in a non-technical way, with the present technical limitations and potential technical expansion of the medium.

Faint hearts can't win freedom

IN adopting a policy in favor of editorializing, the NAB board of directors at its meeting a fortnight ago took a stride in the right direction. But in failing to join issue with the FCC by pledging all-out support of the position taken by Comr. T.A.M. Craven against inclusion of program questions in station application forms, the board offset whatever courage it had demonstrated in the editorializing action.

While the issues are different, they nevertheless lead to the same critical question—freedom of the broadcast media. It is perhaps understandable why the joint radio-tv board was loath to go all the way on editorializing, preferring to have broadcasters educate themselves up to this grave responsibility. What we cannot understand is why the board gave short shrift to the Craven position that meddling in programming constitutes censorship and therefore is illegal.

In the editorializing action, the board approved a "Broadcasters Guide to Editorializing." It is the work of a diligent ad hoc committee which was appointed last year and will become a standing committee. The result is all to the good, as far as it goes. But even here, we feel it does not go far enough.

The FCC's editorializing criteria, adopted in 1949, specify that broadcasters, once they editorialize, have the affirmative obligation of seeking out opposing views by responsible parties. This is wholly untenable and unworkable. It should have been challenged. The fact that the FCC has attempted to enforce this provision only on two recent occasions (slapping the wrists of stations that editorialized on pay-tv, or those that carried a National Assn. of Manufacturers film relating to the Kohler strike in Wisconsin) does not mean that it will deal as leniently with stations in the future.

A test case seems inevitable. As more stations editorialize incidents are bound to develop. Perhaps it will be an outraged politician, or a labor union, or an indignant listener. A station license will be on the line.

Broadcasters should be ready. The NAB, as the trade association representing most major broadcasters, should be poised, however the case might arise. There should be created a war chest to enable retention of the nation's best lawyers to fight it through the Supreme Court, if need be.

Until the station owner-manager becomes the counterpart of the newspaper publisher-editor, he will not enjoy the prestige of his opposite number of the press. And he will not have the freedom guaranteed by the Constitution.

What freedom broadcasting has acquired over the years has been won by logic and reason. It is a continuing fight. Editorializing now is on the front line. The fight against program censorship should be.

Not recommended reading

BERNARD SCHWARTZ, the dismissed counsel of last year's House Oversight inquiry, may have outsmarted himself in his zeal to get back into the headlines. On the eve of the publication of his book on the inquiry, he tried to pick a fight with Presidential Secretary James C. Hagerty through an inference that there was impropriety in the forwarding to the FCC of a letter of inquiry on a television case in the Albany area.

Advance proofs of the Schwartz book have been floating around for weeks. The publicity-minded author somehow was questioned by unnamed reporters regarding the Hagerty mention in his book (which appeared to be no more than the routine handling of a letter of inquiry by directing it to the agency affected).

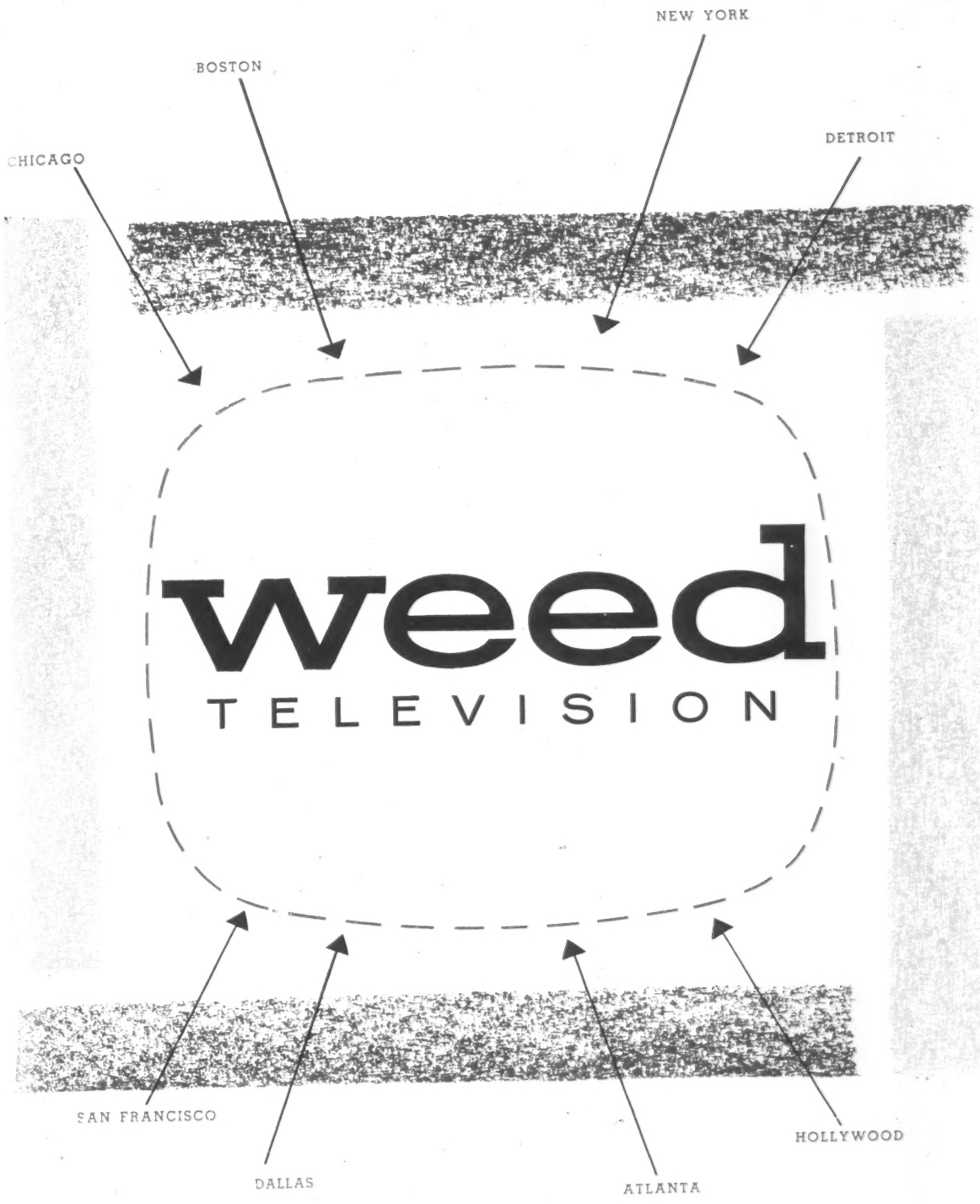
The timing of the Schwartz blast is too transparent to delude the public, particularly when considered in the light of the Schwartz record. Lawyers, for example, question whether his leak of committee data to columnists and favored newspapers was not a breach of the client-attorney relationship.

The House Committee record is shot through with instances of badgering of witnesses on broad, unsubstantiated charges, without prior notice.

For these reasons, we do not commend the Schwartz book as must reading. The facts are on the record, and can be procured from the committee for free. For tracts on Congress and the regulatory commissions there are more responsible sources.

Drawn for BROADCASTING by Sherwin L. Tobias

"Okay, now whisper your secret to me."



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